

JUNE 18, 1977

WORLD COLOR PRESS DAY

MAGAZINELAND USA

•SPARTA •EFFINGHAM •SALEM, ILLINOIS



ENJOY YOURSELF

WORLD COLOR  
PRESS DAY  
JUNE 18, 1977  
ILLINOIS  
MAGAZINELAND USA

HAVE FUN...

Joe Kubert

HIGHLIGHTS FOR JUNE 18, 1977

Corporate Offices, Post Office Box 1248  
Effingham, Illinois 62401, Phone 217-342-9241

Clyde Oberlin  
President

# WORLD COLOR PRESS

June 18, 1977

WELCOME TO MAGAZINELAND!

It is with pleasure that we open our doors to you and we hope this will be an occasion for you to remember with pleasure. We are very proud of our achievements over the years and wish to share with you our sense of achievement and fulfillment in the growth of our company.

Please stay awhile, enjoy yourself and, whenever you see a finely printed publication, think of World Color Press and Magazineland.

*Clyde Oberlin*



CO:rb

World Color Press, Inc.  
a City Investing company

Hi... my name's Jim Broderick. I've been with World Color for twenty five years... and I'm holding in my hands some of the many comic magazines we print! Would you like to see how a comic magazine comes into being? Then, let me personally take you on a June 18<sup>th</sup> anniversary tour through

# MAGAZINE LAND, U.S.A.



BEFORE A COMIC BOOK CAN  
BE PRINTED, THE IDEAS...  
ARTWORK... AND  
STORIES MUST BE  
FIRST CREATED!

EDITORIAL  
CONFERENCE

WOULD  
YOU LIKE  
TO SEE AN  
EDITORIAL  
OFFICE? NO  
SOONER SAID  
THAN DONE!

THE FIRST STEP  
TOWARDS PUBLICATION  
IS TAKEN IN THE  
EDITOR'S OFFICE...  
WHERE A PLOT  
CONFERENCE  
TAKES PLACE  
BETWEEN EDITOR  
AND WRITER ...



ONCE A STORY-LINE (PLOT) IS  
ESTABLISHED, THE  
WRITER DOES A  
SCRIPT...

F) THE ENCHANTMENT  
unearthly, enigmatic and evocative probe into the universal mystery of reincarnation, and a host of queens, prehistoric beasts and primordial warriors all  
awakening to life  
G) PANDORA steals into the ancient case  
secret room, crowded with bric-a-brac  
curios, and the aged, forbidden must  
be satisfied  
prints represent four of his favorite themes: the pageantry of Cleopatra, the valiant stand of Arc, the spectacle of Jo Concord, and the serial comedy of Claire Chennault's  
an alternative reality, which powerfully conveys in his sense of life, energy, m

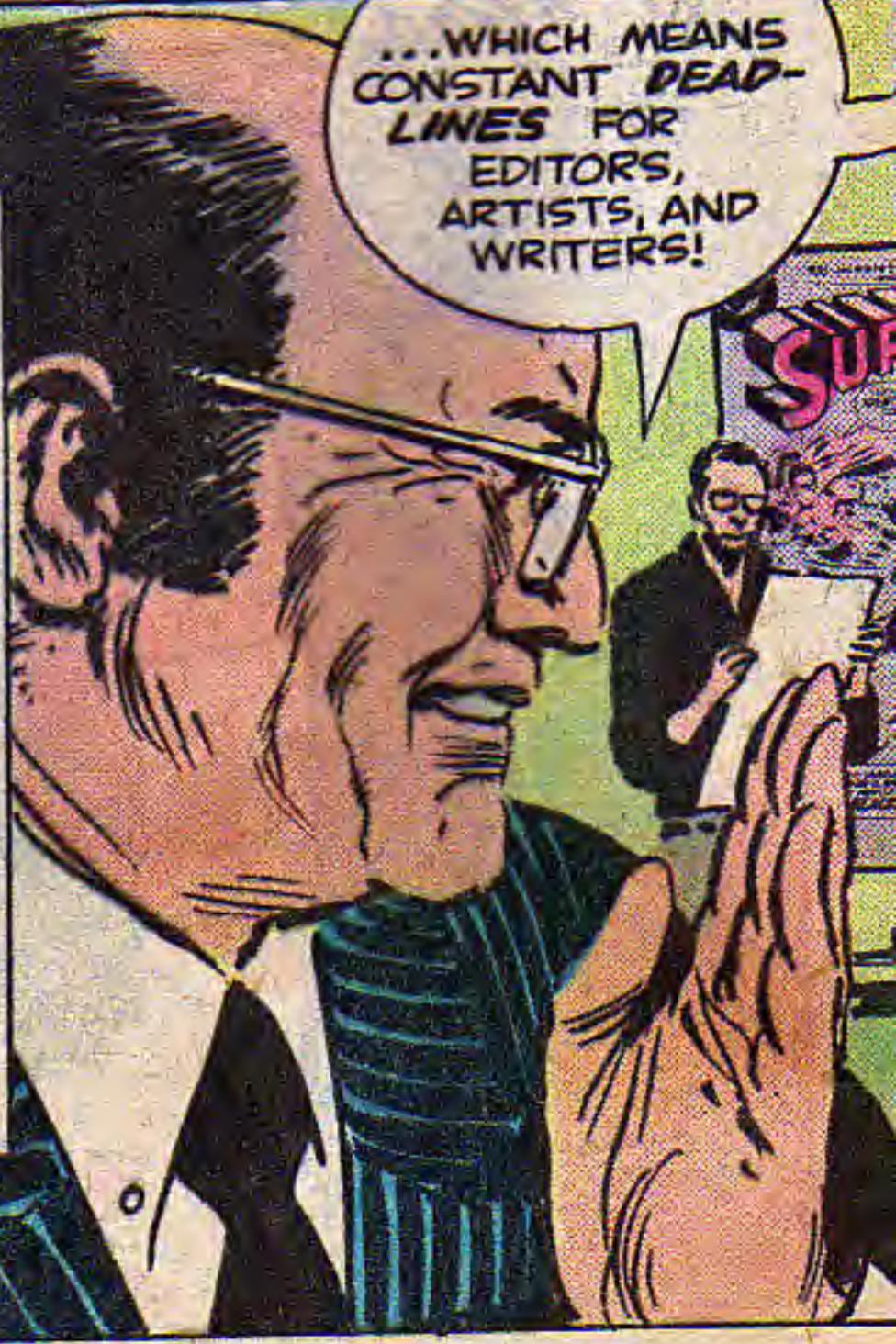
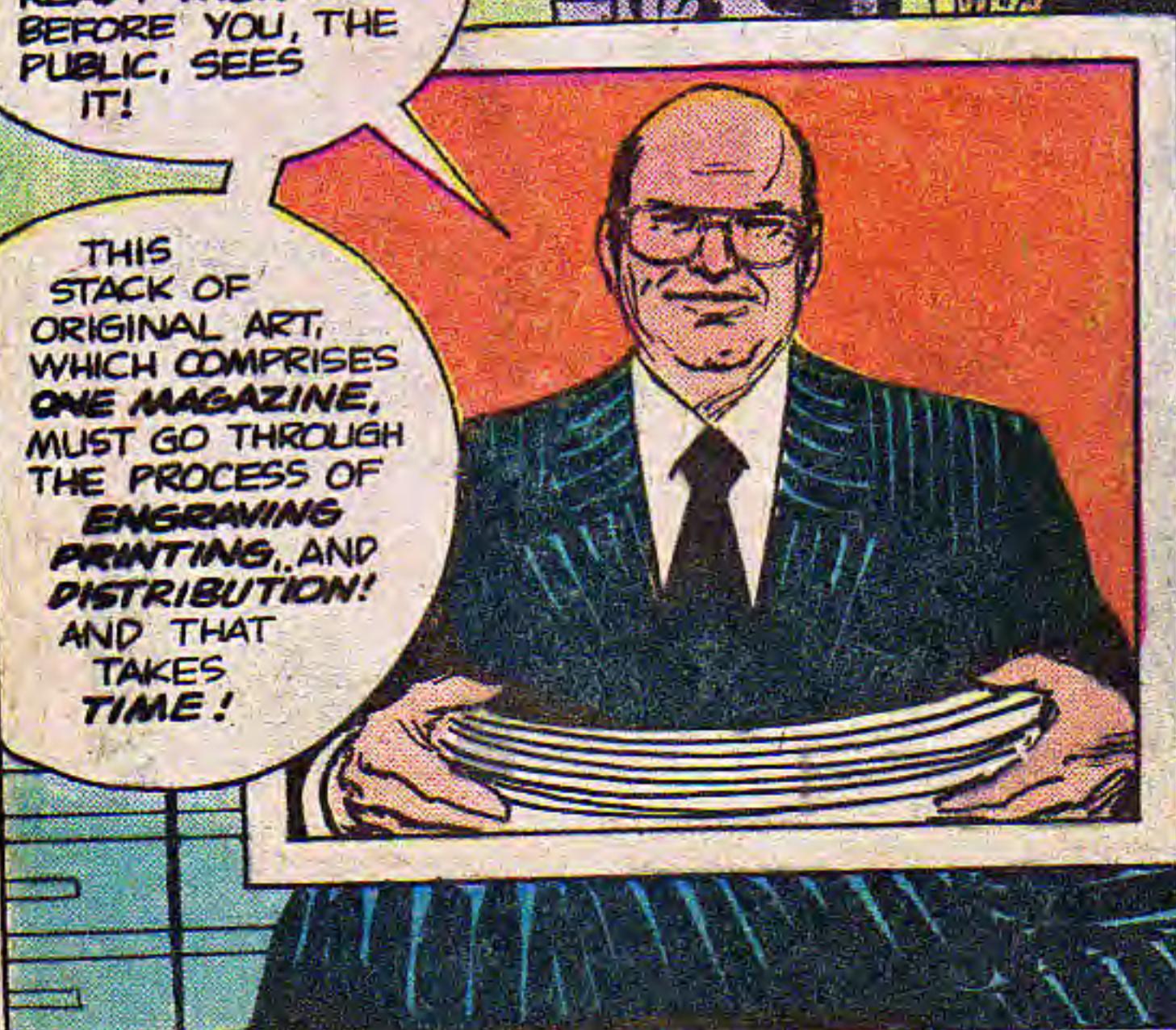
THE SCRIPT IS GIVEN  
TO AN ARTIST  
(SELECTED BY THE  
EDITOR), WHO DOES  
PENCIL LAYOUTS...  
ACCORDING TO THE  
SCRIPT'S DIRECTIONS.

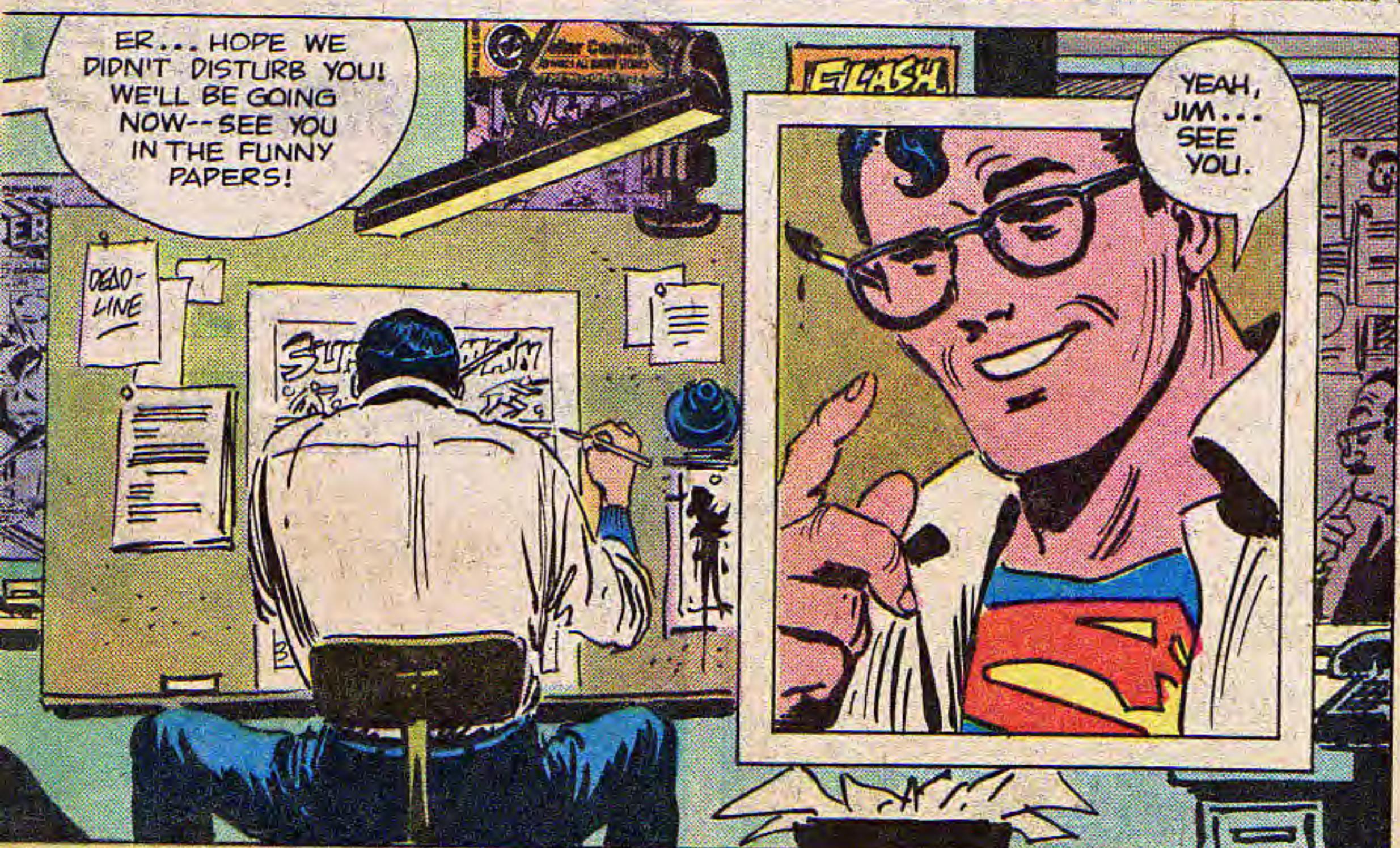
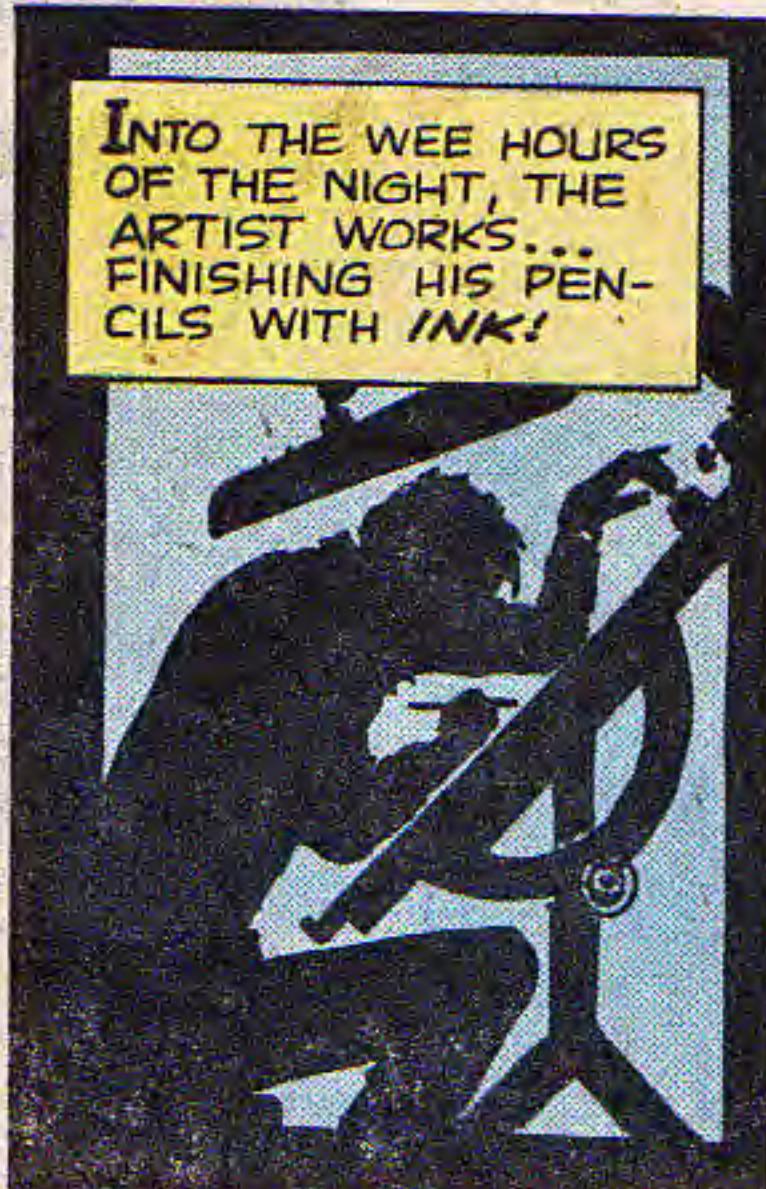
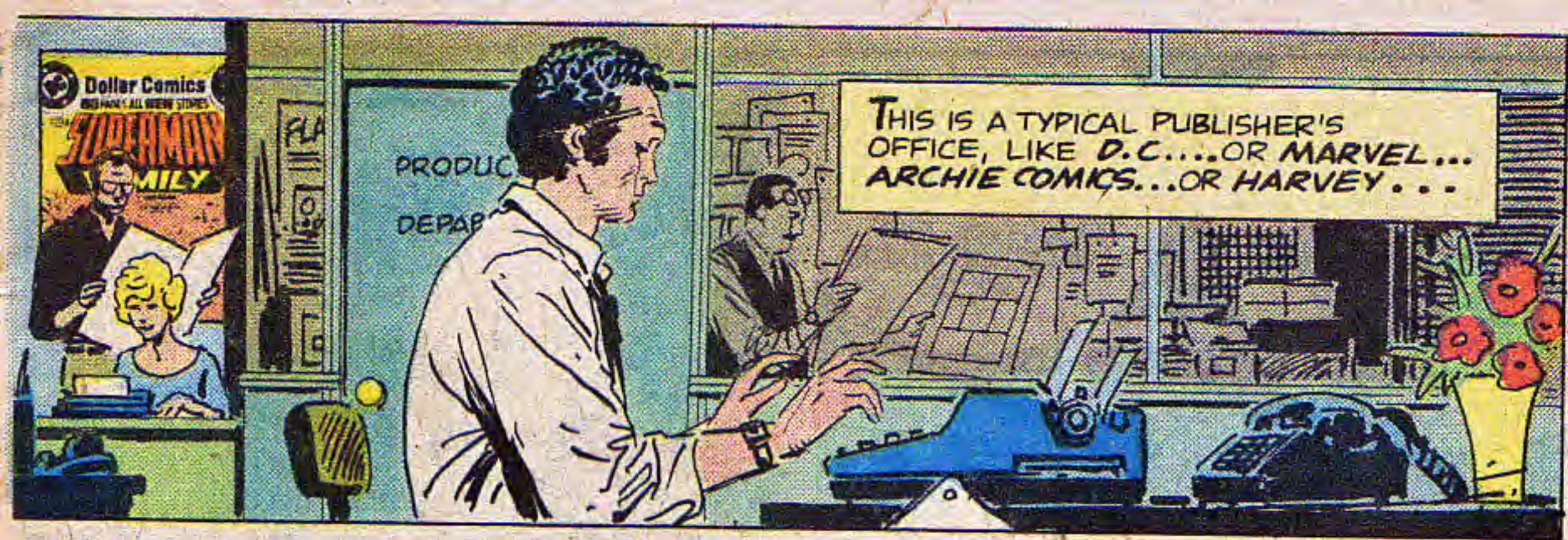


A MAGAZINE'S  
CONTENTS MUST BE  
READY MONTHS  
BEFORE YOU, THE  
PUBLIC, SEES  
IT!

THIS  
STACK OF  
ORIGINAL ART,  
WHICH COMPRISES  
ONE MAGAZINE,  
MUST GO THROUGH  
THE PROCESS OF  
ENGRAVING,  
PRINTING, AND  
DISTRIBUTION!  
AND THAT  
TAKES  
TIME!

... WHICH MEANS  
CONSTANT DEAD-LINES FOR  
EDITORS,  
ARTISTS, AND  
WRITERS!

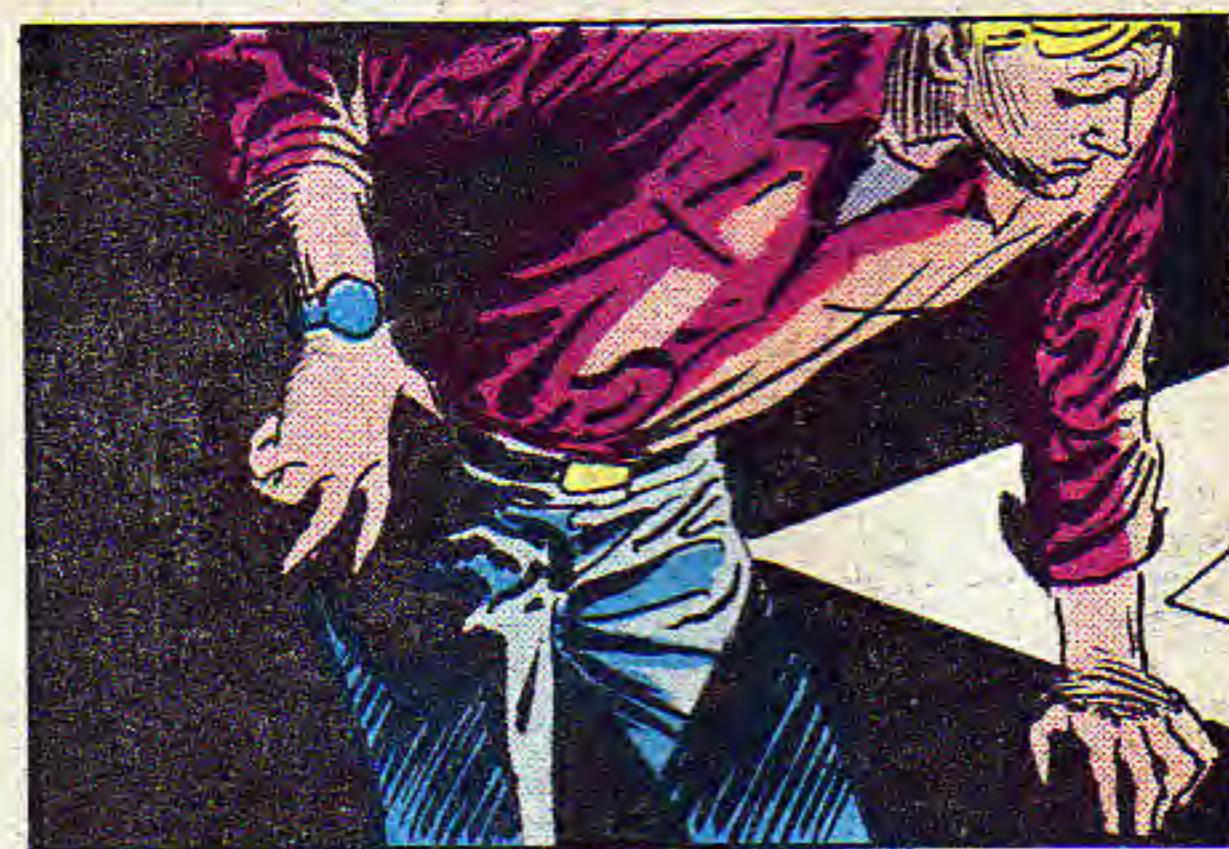
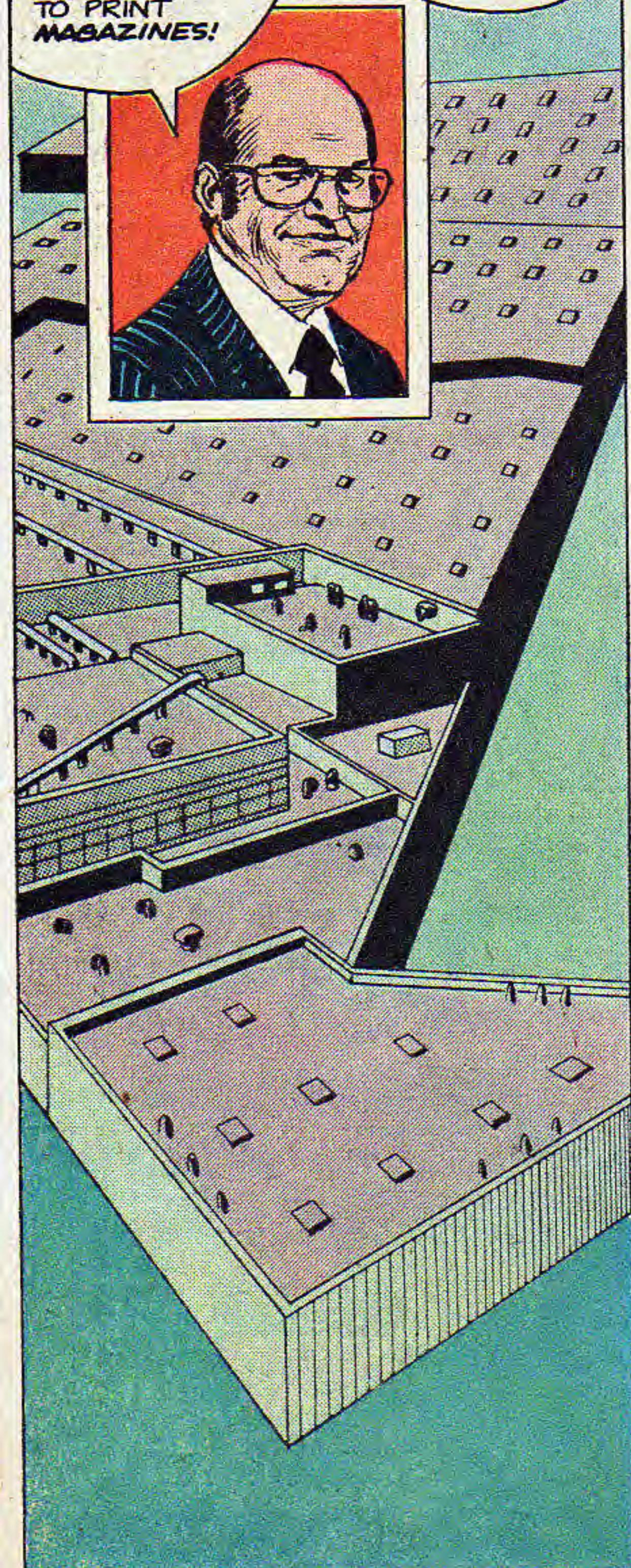




OUR PLANT  
HERE IN, SPARTA,  
ILLINOIS CONTAINS  
MORE THAN  
500,000 SQUARE  
FEET OF SPACE...  
HOUSING EVERY-  
THING THAT'S  
NECESSARY  
TO PRINT  
**MAGAZINES!**

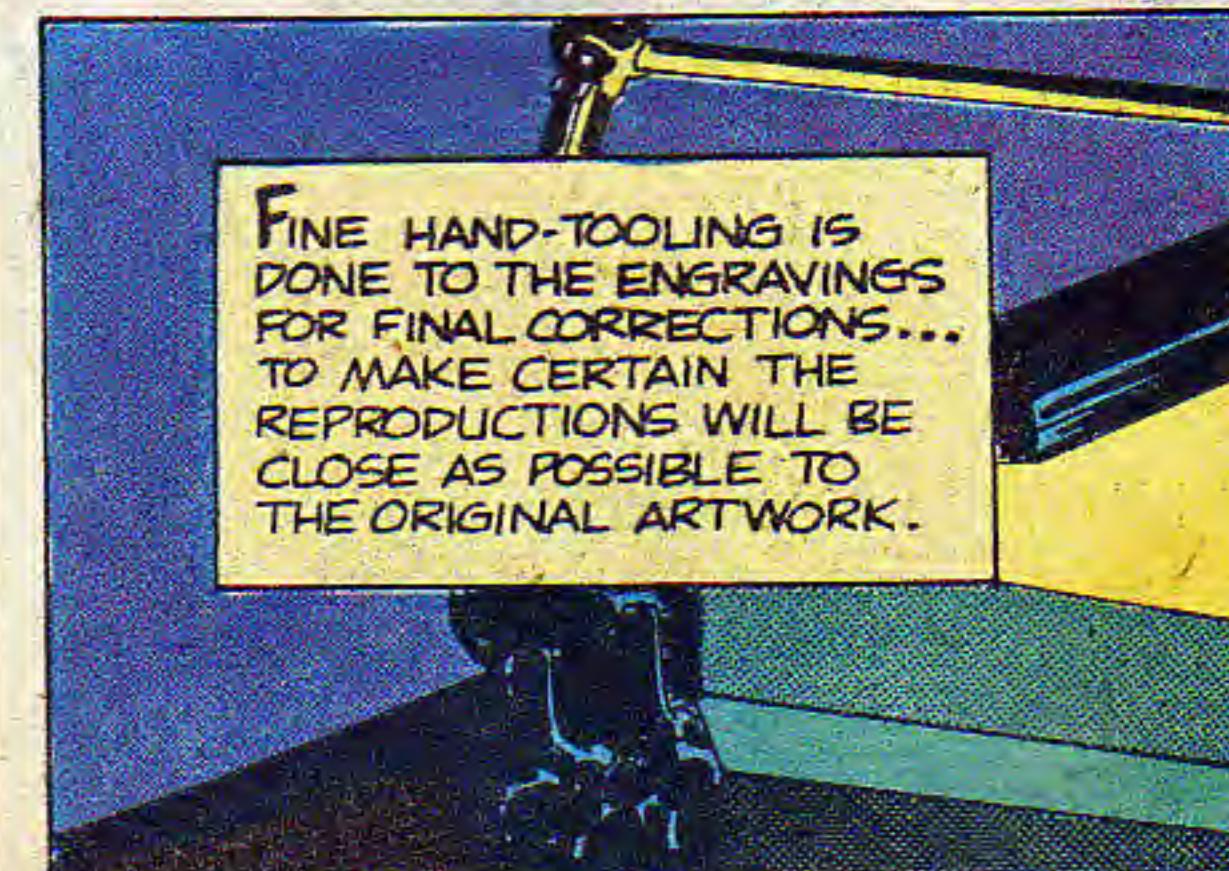
ON JUNE 18,  
1948, GROUND  
WAS BROKEN FOR  
CONSTRUCTION...  
AND WE'VE BEEN  
BUILDING AND  
ADDING EVER  
SINCE!

THE PHOTOGRAPHY  
DEPARTMENT IS  
FIRST TO PROCESS  
THE ORIGINAL ART-  
WORK...REDUCING IT  
TO MAGAZINE SIZE.

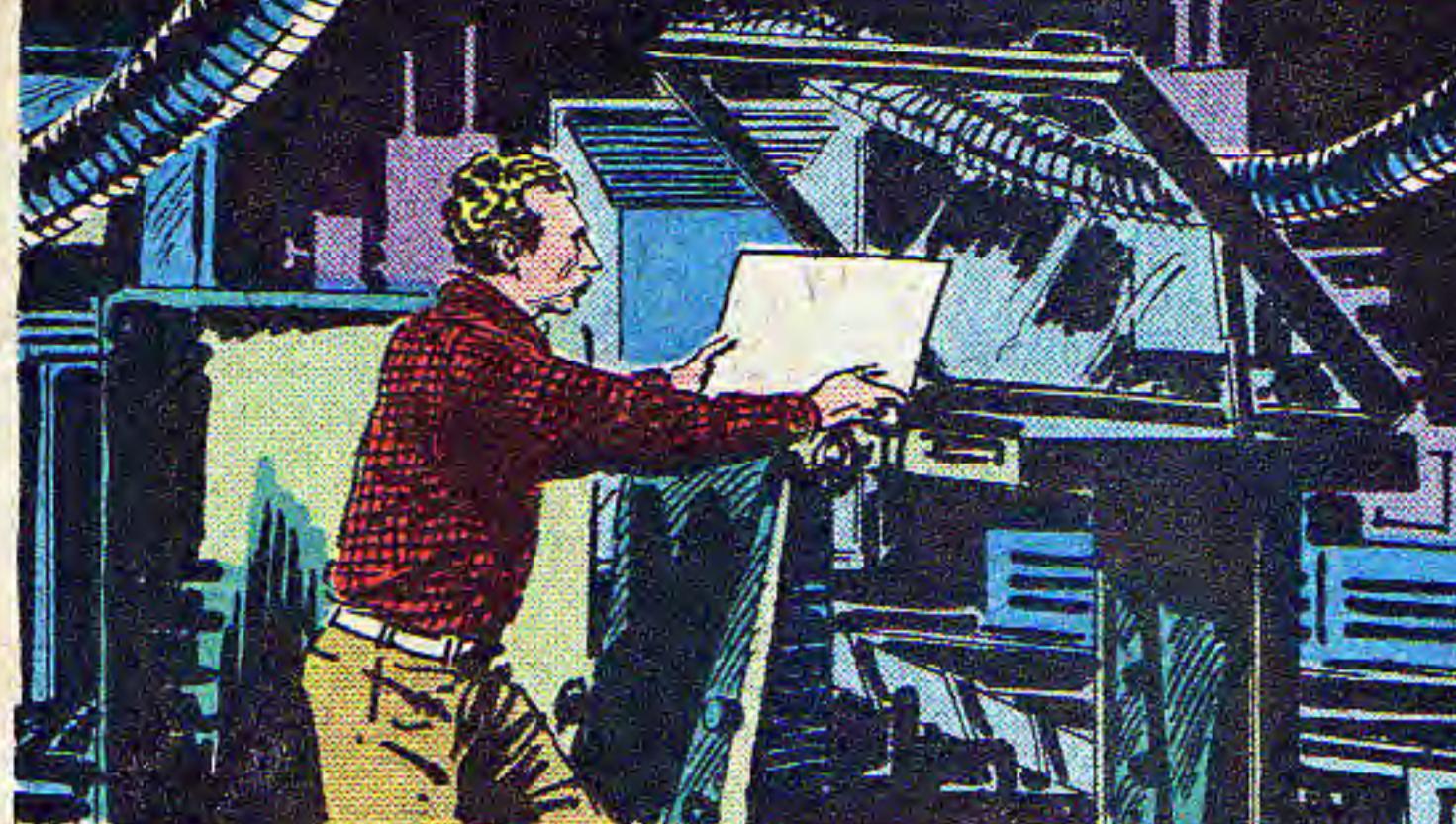


AT THIS POINT, BLACK  
AND WHITE PRINTS ARE  
MADE FOR COLORING...  
THEN TO BE ETCHED  
ONTO METAL PLATES.

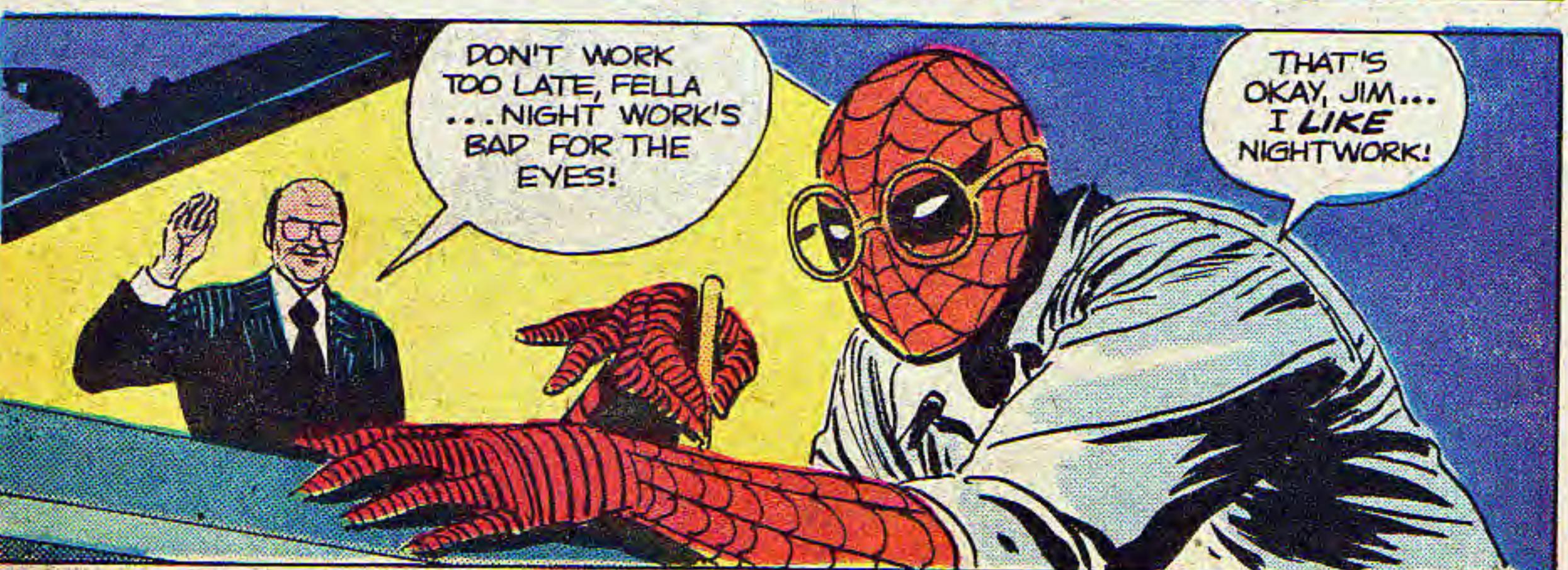
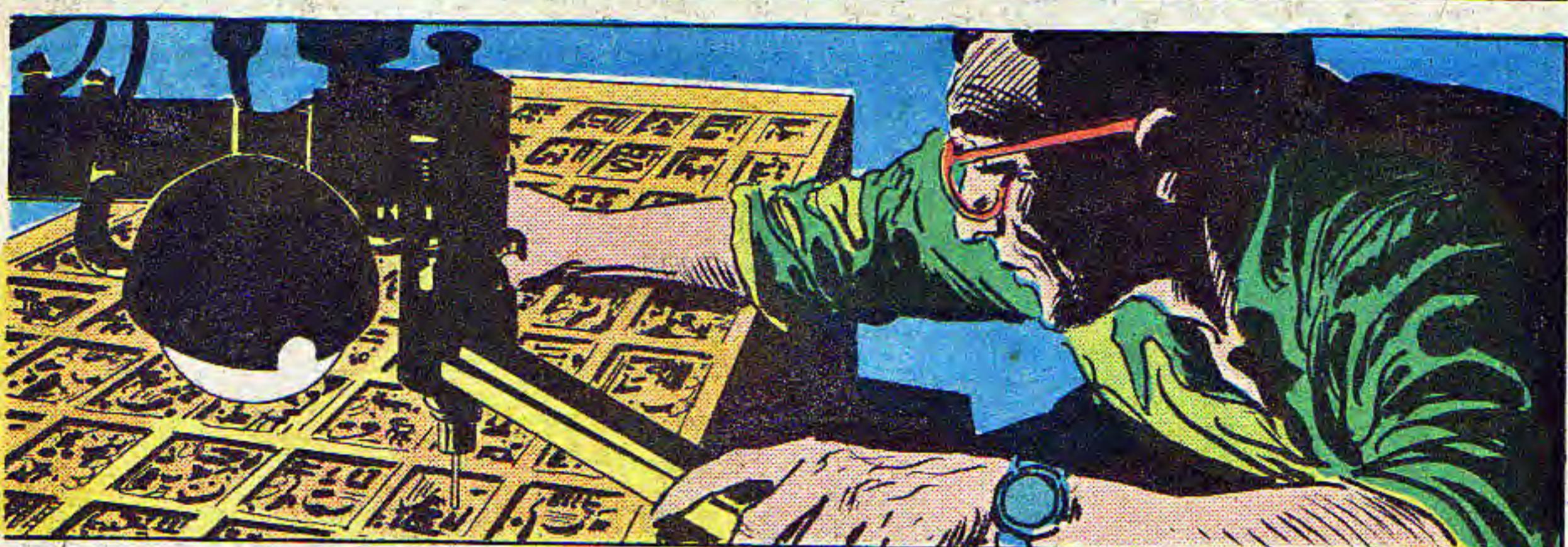
HERE YOU SEE A MAN  
OPERATING A ROUTER,  
WHICH CLEANS EXCESS  
METAL OFF THE ENGRAVING.



FINE HAND-TOOLING IS  
DONE TO THE ENGRAVINGS  
FOR FINAL CORRECTIONS...  
TO MAKE CERTAIN THE  
REPRODUCTIONS WILL BE  
CLOSE AS POSSIBLE TO  
THE ORIGINAL ARTWORK.



SPECIAL  
CAMERAS AND  
HIGH-POWER ARC  
LIGHTS ASSURE  
SHARP, CLEAR  
REPRODUCTIONS.



Y'KNOW...THAT FELLOW  
IN THE PHOTO DEPART-  
MENT LOOKED FAMILIAR!

OH,  
WELL...

LET'S  
GO INTO  
THE STEREO  
DEPART-  
MENT!

No...THIS ISN'T  
SOUND STEREO...  
THIS IS WHERE THE  
FLAT PLATE IS  
CONVERTED INTO  
A CURVED STEREO-  
TYPE...TO BE  
PLACED ON HIGH-  
SPEED PRESSES.

HERE ARE THE  
FINISHED STEREO-  
TYPE PLATES...

WE'LL LEAVE THESE  
ROUTERS WORKING...AND  
GO INTO THE NEXT ROOM.

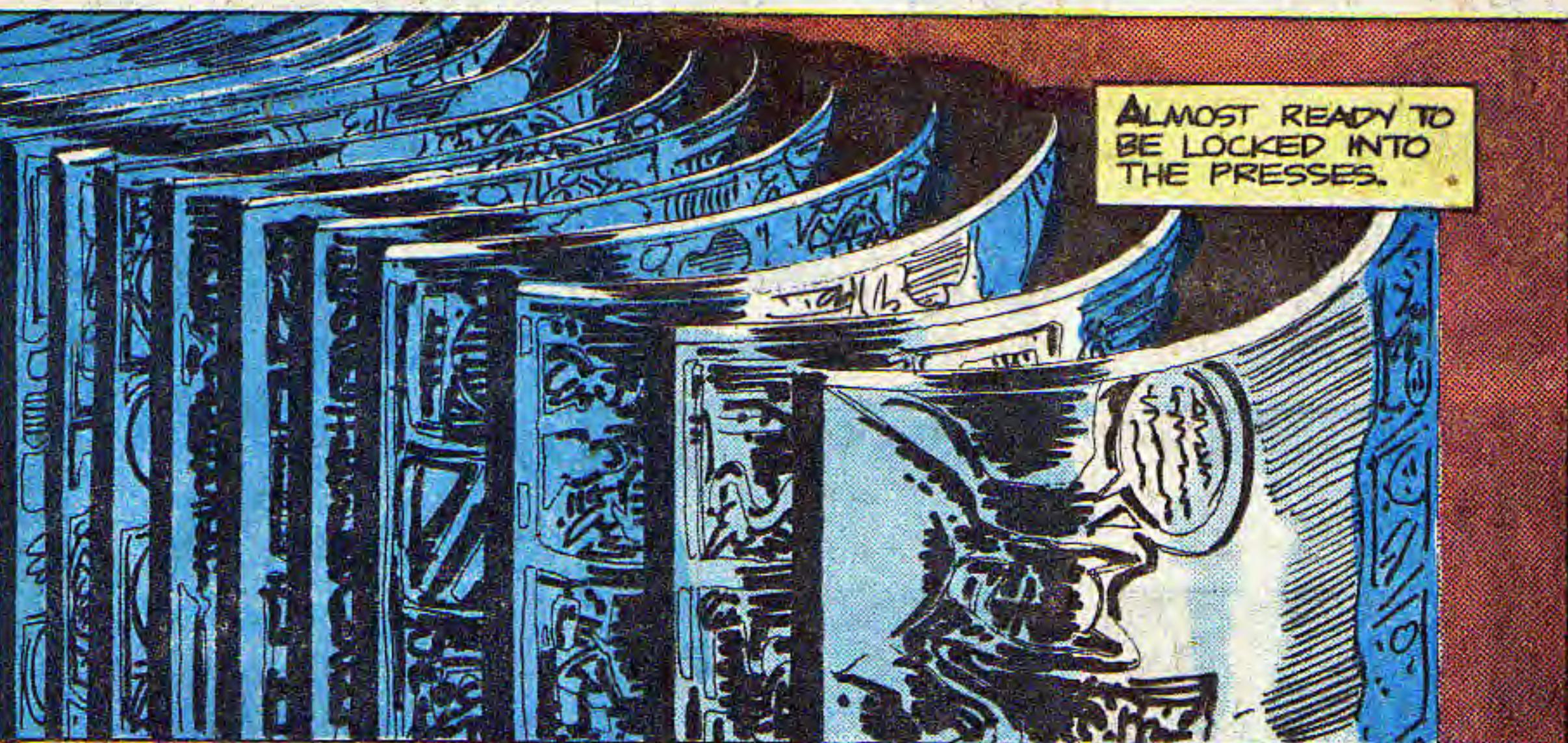
BUT FIRST...  
THE STEREOS  
HAVE TO BE  
CLEANED  
(ROUTED)  
FOR ANY  
IMPERFEC-  
TIONS OR  
MISTAKES.

A MATRIX (MAT), A CARDBOARD LIKE SUBSTANCE IS APPLIED TO THE ORIGINAL PLATE... MOULDED INTO A CYLINDER.

...THEN THE STEREO IS PLATED TO MAKE A HARDER SURFACE FOR THE PRINTING PROCESS...

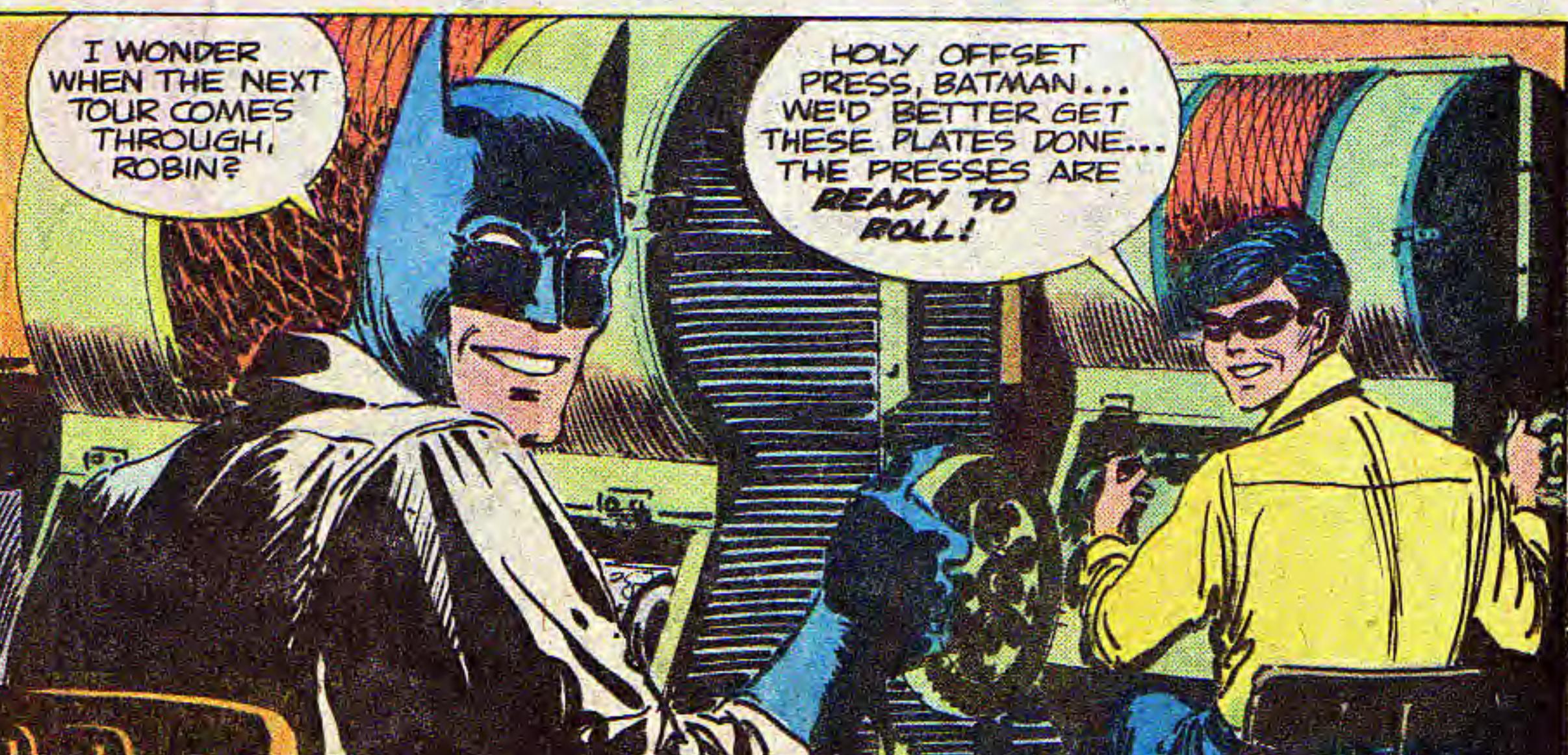


ALMOST READY TO BE LOCKED INTO THE PRESSES.



I WONDER WHEN THE NEXT TOUR COMES THROUGH, ROBIN?

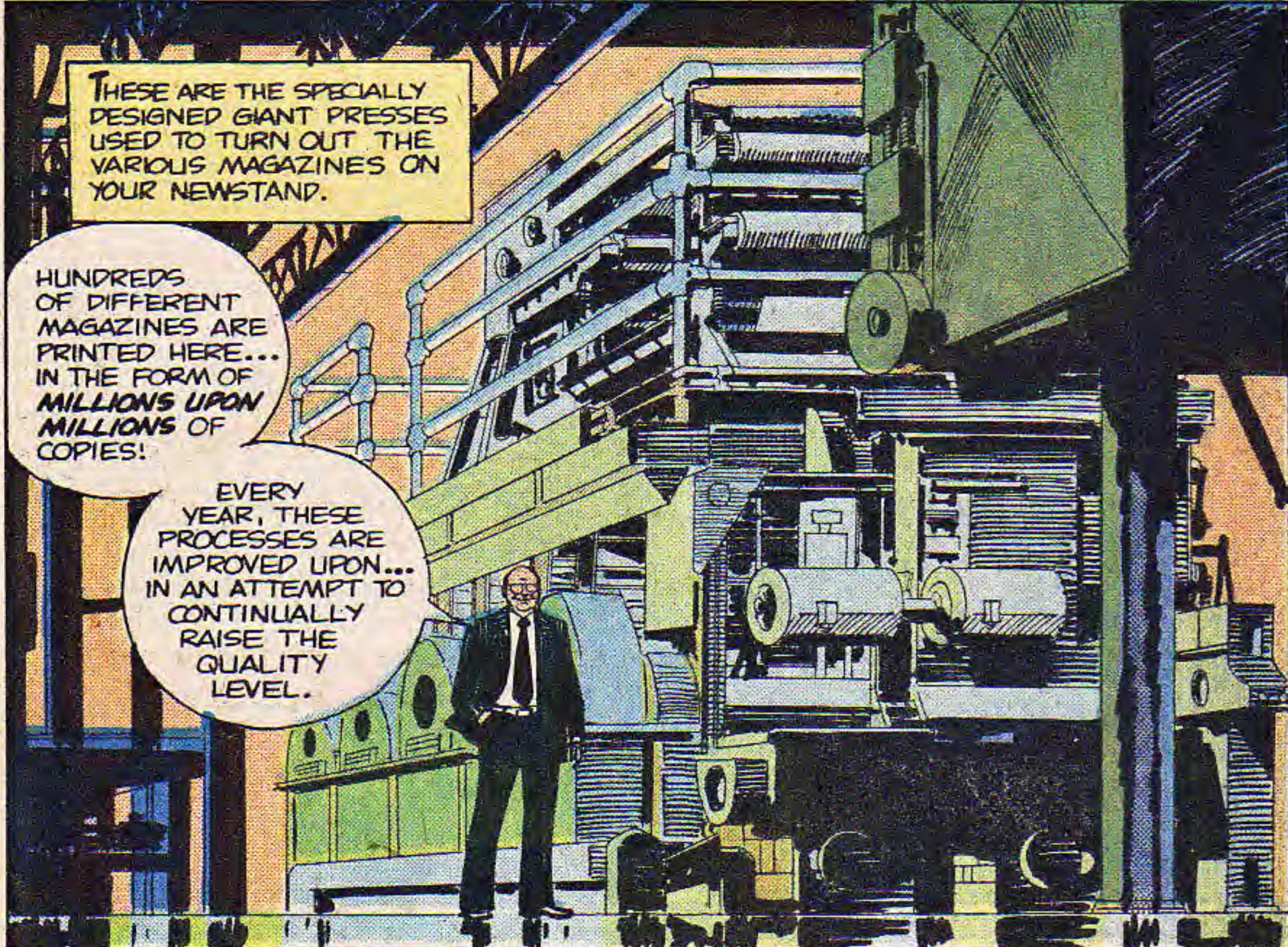
HOLY OFFSET PRESS, BATMAN... WE'D BETTER GET THESE PLATES DONE... THE PRESSES ARE READY TO ROLL!



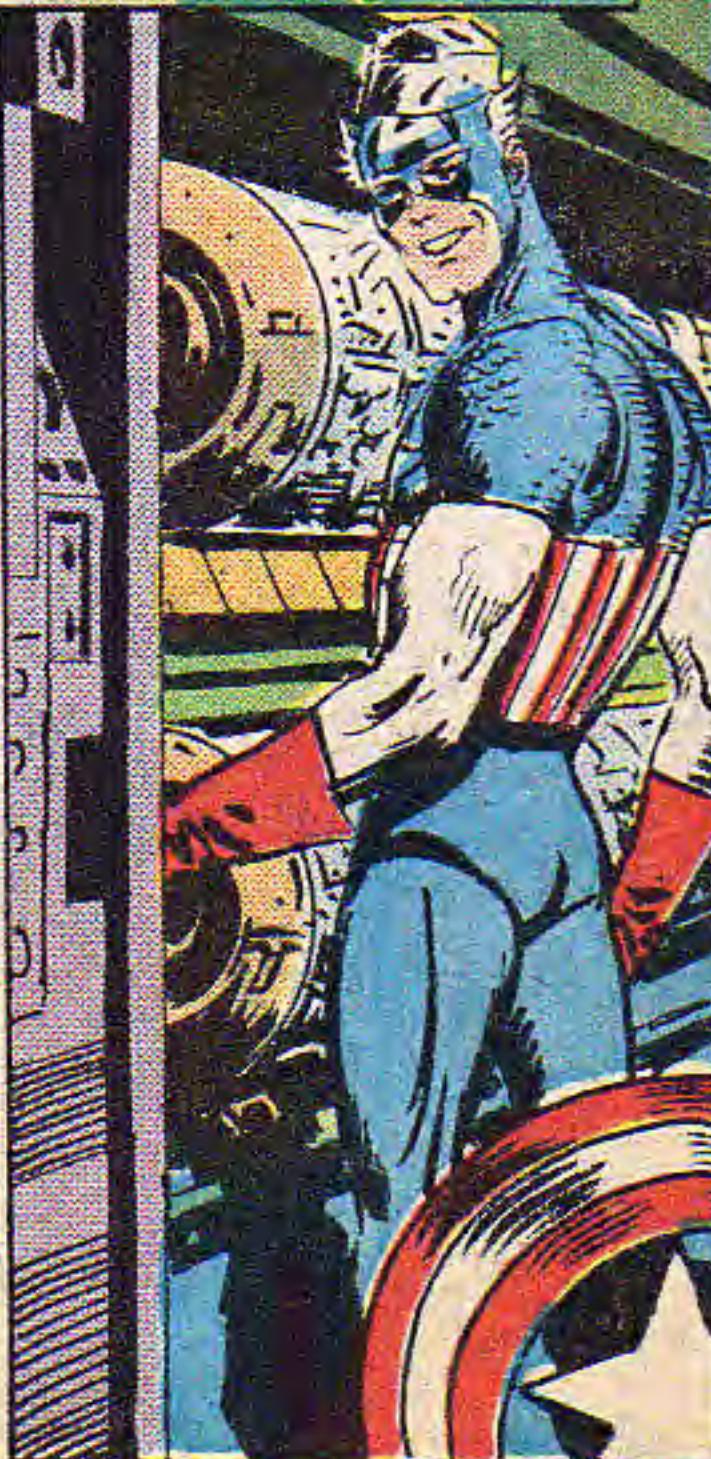
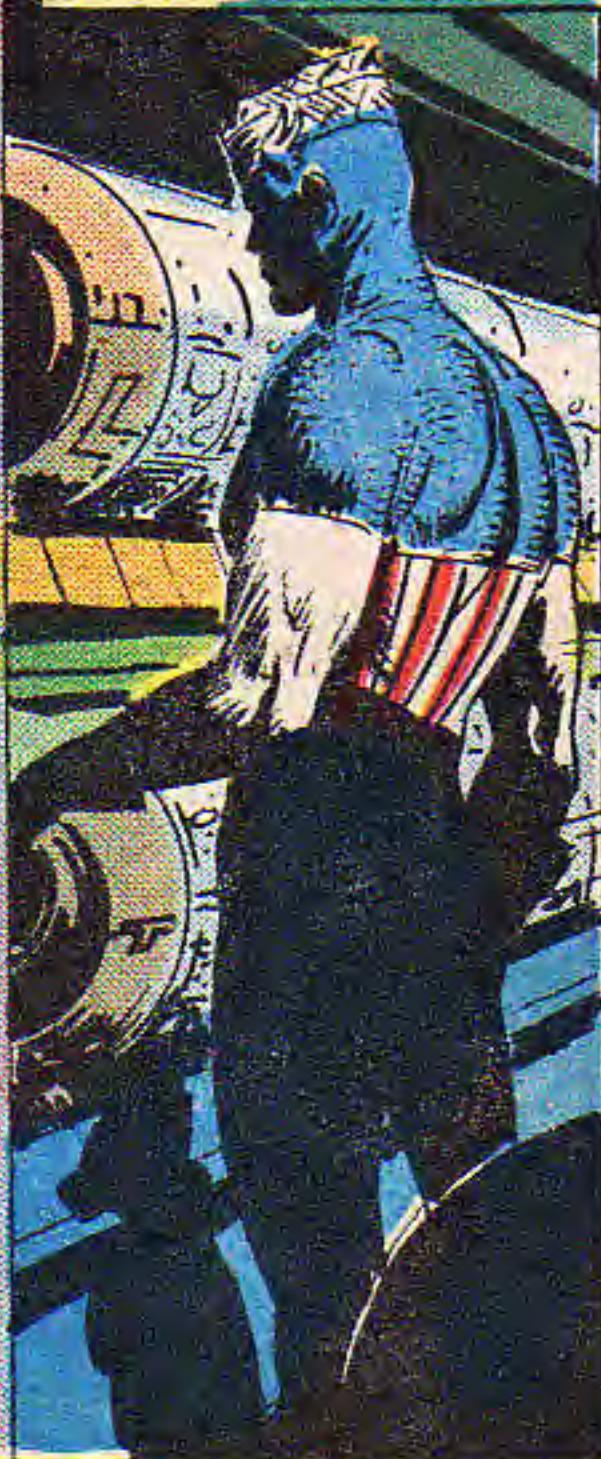
THESE ARE THE SPECIALLY DESIGNED GIANT PRESSES USED TO TURN OUT THE VARIOUS MAGAZINES ON YOUR NEWSTAND.

HUNDREDS OF DIFFERENT MAGAZINES ARE PRINTED HERE... IN THE FORM OF MILLIONS UPON MILLIONS OF COPIES!

EVERY YEAR, THESE PROCESSES ARE IMPROVED UPON... IN AN ATTEMPT TO CONTINUALLY RAISE THE QUALITY LEVEL.

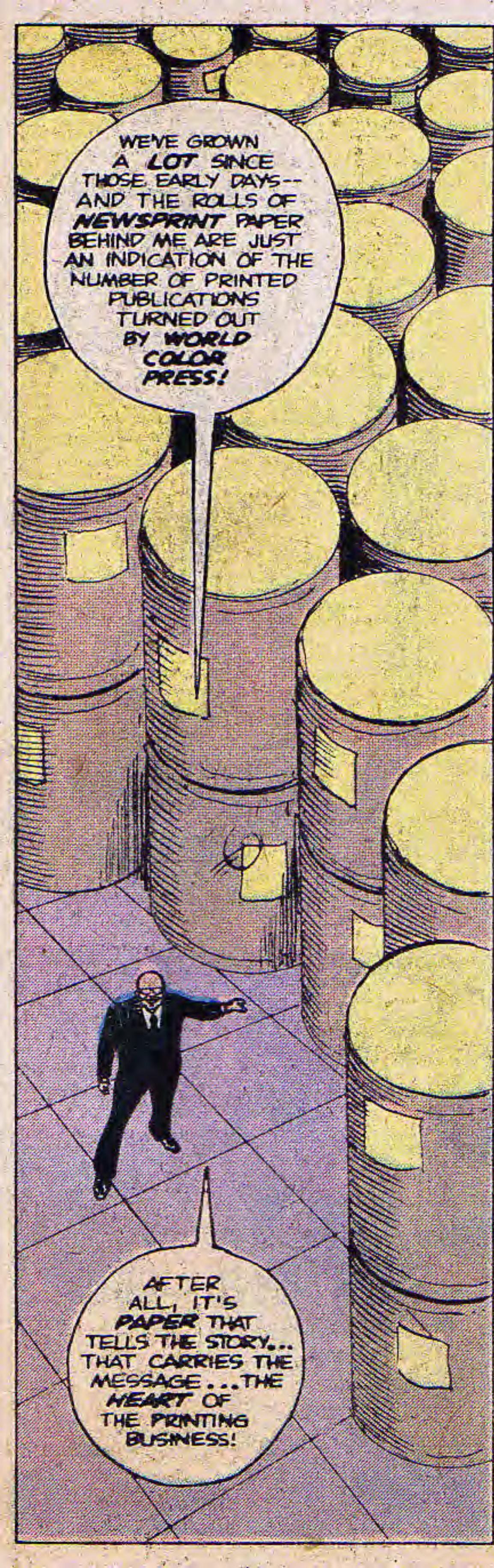


THE PRESSMAN (THAT "INK-DEVIL'S" CAP HE'S WEARING PROBABLY DATES BACK TO GUTTENBERG) IS LOCKING THE STEREOS INTO THEIR POSITIONS.

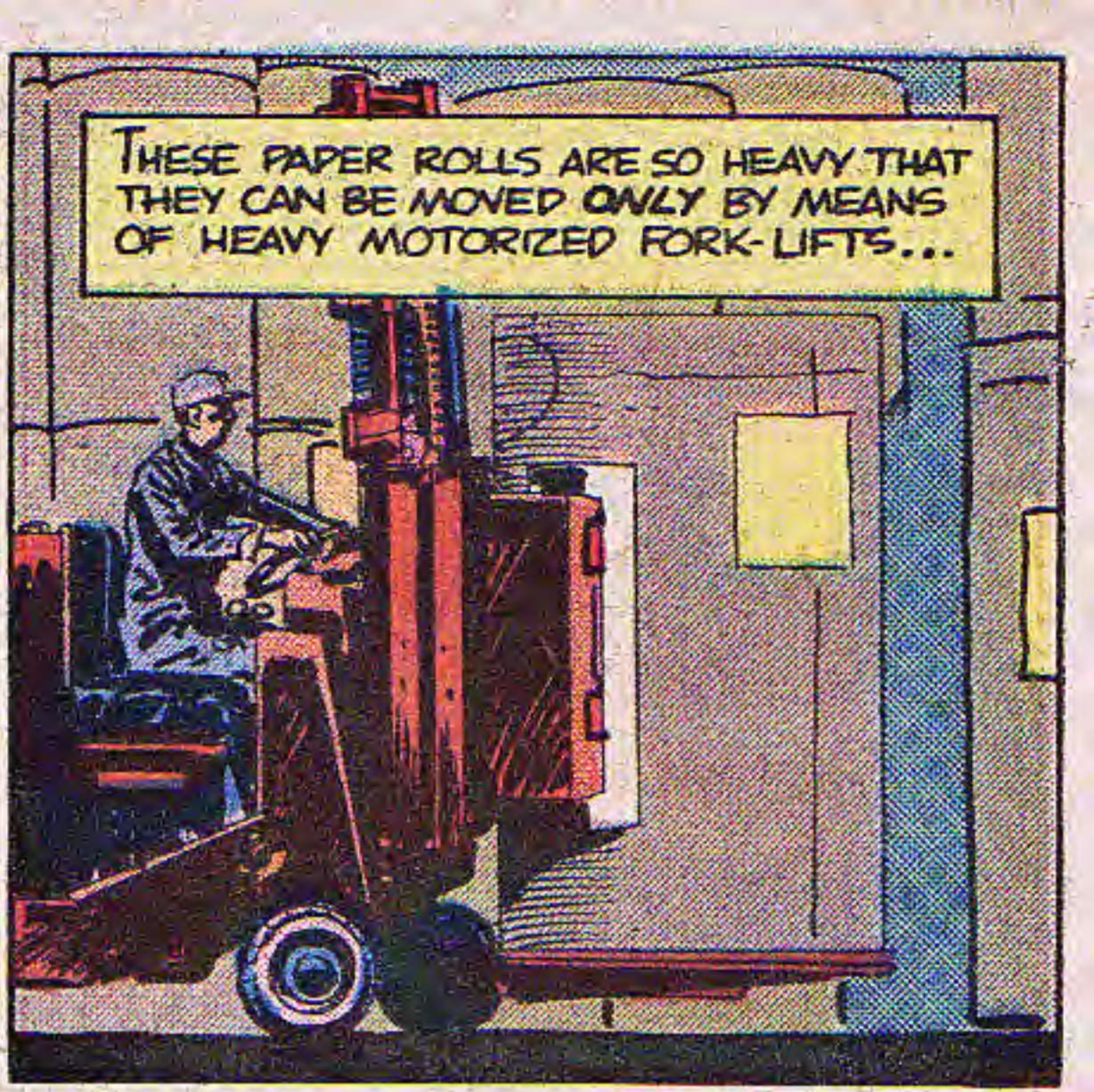


LET'S STOP HERE... AND HAVE A LOOK AT THIS **WORLD COLOR FAMILY ALBUM**! IT'S A TRIP INTO THE PAST... THE STORY OF HOW IT ALL BEGAN!

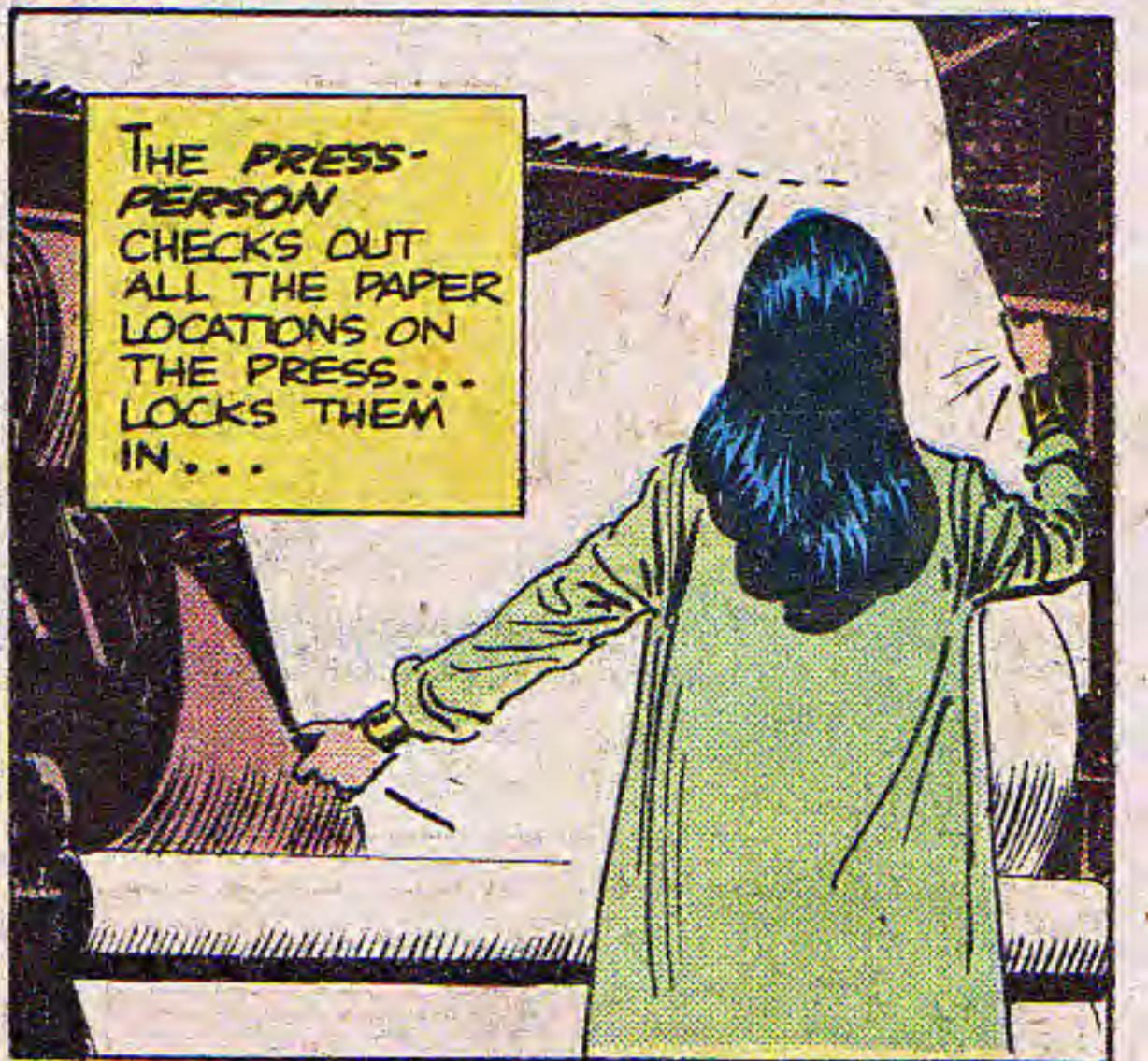




WE'VE GROWN  
A LOT SINCE  
THOSE EARLY DAYS--  
AND THE ROLLS OF  
**NEWSPRINT** PAPER  
BEHIND ME ARE JUST  
AN INDICATION OF THE  
NUMBER OF PRINTED  
PUBLICATIONS  
TURNED OUT  
BY **WORLD  
COLOR  
PRESS!**



THESE PAPER ROLLS ARE SO HEAVY THAT  
THEY CAN BE MOVED ONLY BY MEANS  
OF HEAVY MOTORIZED FORK-LIFTS...



THE PRESS-  
PERSON  
CHECKS OUT  
ALL THE PAPER  
LOCATIONS ON  
THE PRESS...  
LOCKS THEM  
IN...

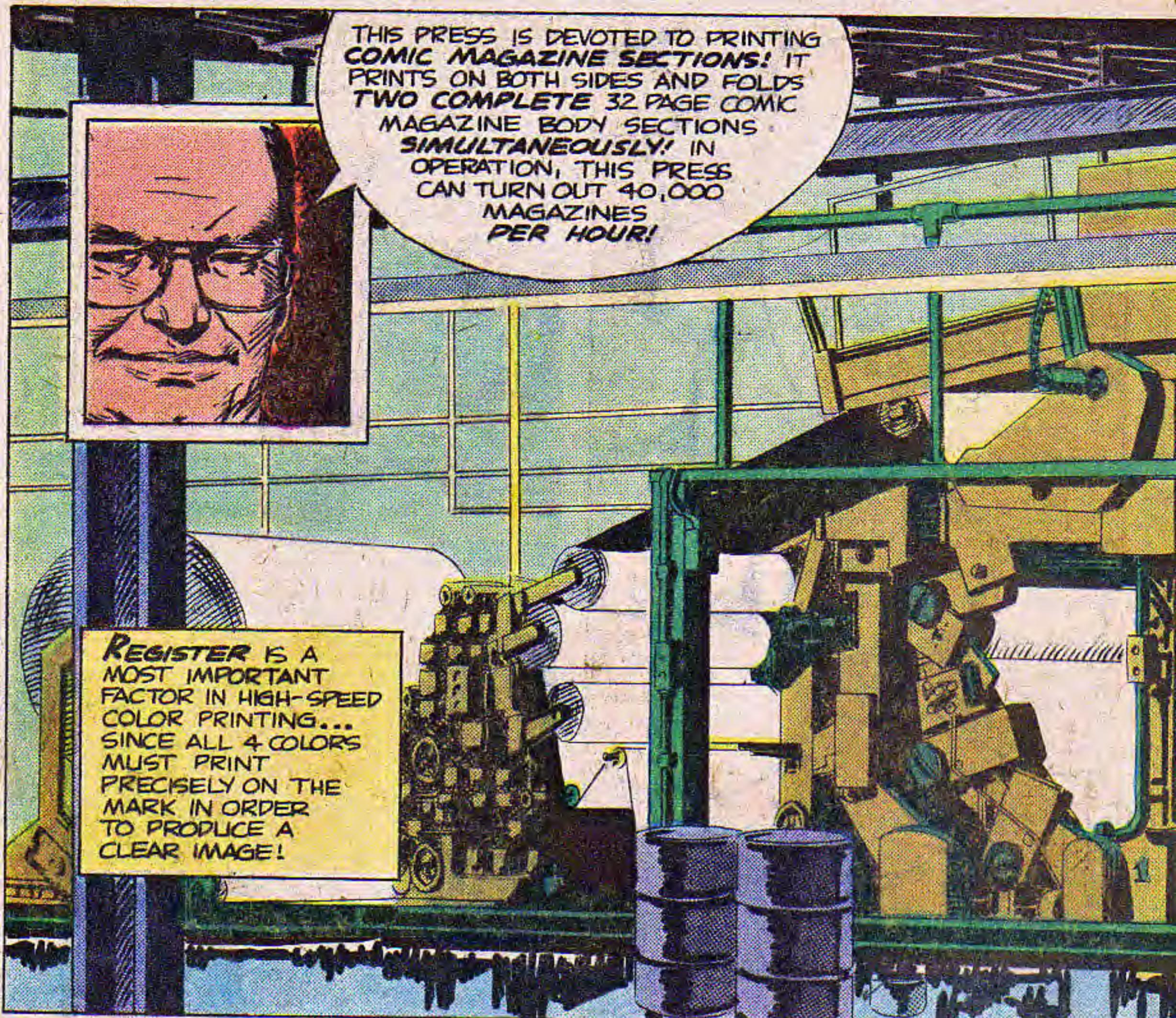


AFTER  
ALL, IT'S  
**PAPER** THAT  
TELLS THE STORY...  
THAT CARRIES THE  
MESSAGE...THE  
HEART OF  
THE PRINTING  
BUSINESS!

...AND  
WE'RE  
READY TO  
ROLL!

SAY, MISS...YOU SEEM TO  
KNOW YOUR WORK PRETTY  
THOROUGHLY! HOW LONG HAVE  
YOU BEEN ON THE JOB?

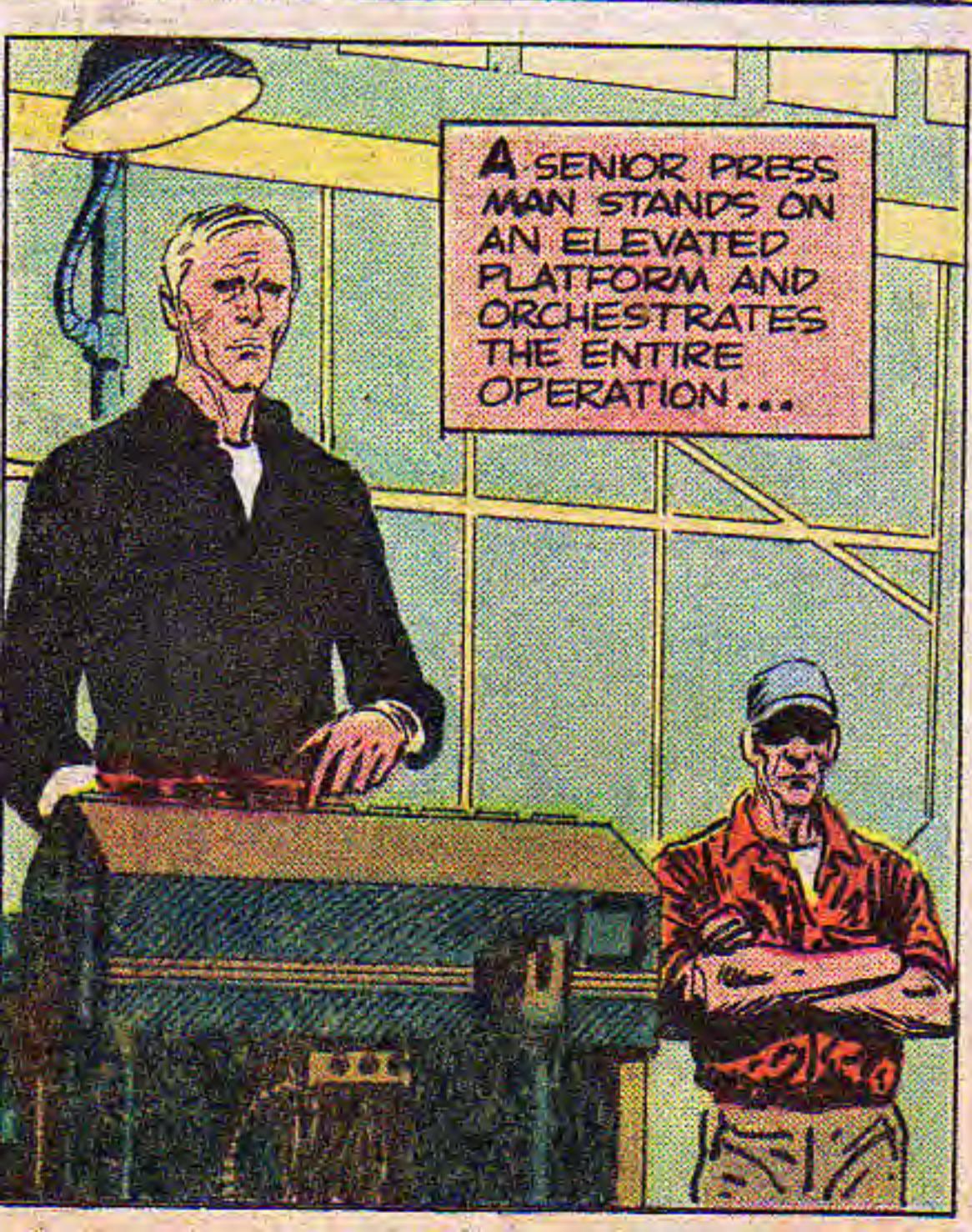
OH,  
I'VE BEEN  
AROUND QUITE  
AWHILE, MR.  
BRODERICK.



THIS PRESS IS DEVOTED TO PRINTING  
**COMIC MAGAZINE SECTIONS!** IT  
PRINTS ON BOTH SIDES AND FOLDS  
**TWO COMPLETE 32 PAGE COMIC**  
MAGAZINE BODY SECTIONS  
**SIMULTANEOUSLY!** IN  
OPERATION, THIS PRESS  
CAN TURN OUT 40,000  
MAGAZINES  
**PER HOUR!**



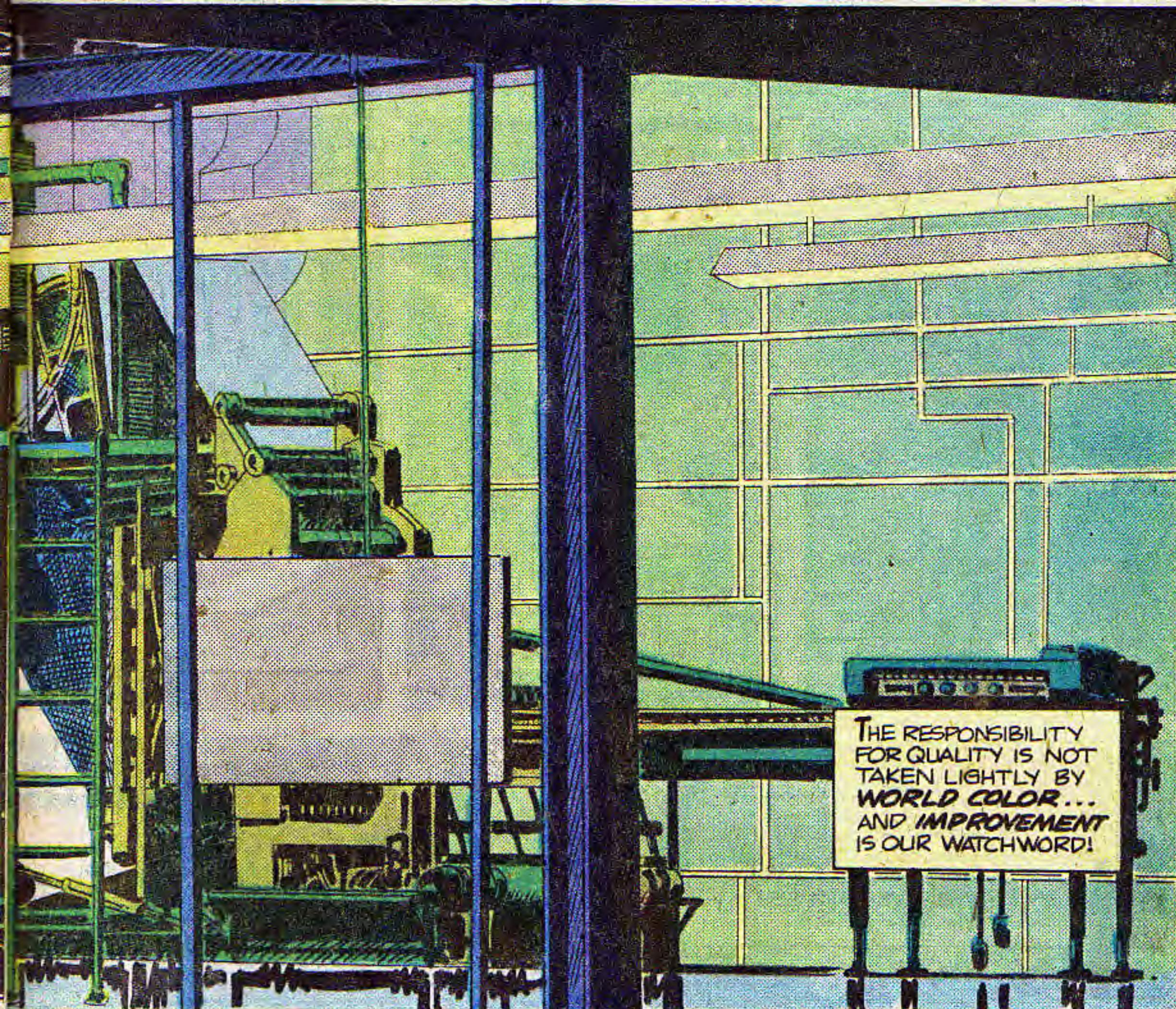
**REGISTER** IS A  
MOST IMPORTANT  
FACTOR IN HIGH-SPEED  
COLOR PRINTING...  
SINCE ALL 4 COLORS  
MUST PRINT  
PRECISELY ON THE  
MARK IN ORDER  
TO PRODUCE A  
CLEAR IMAGE!



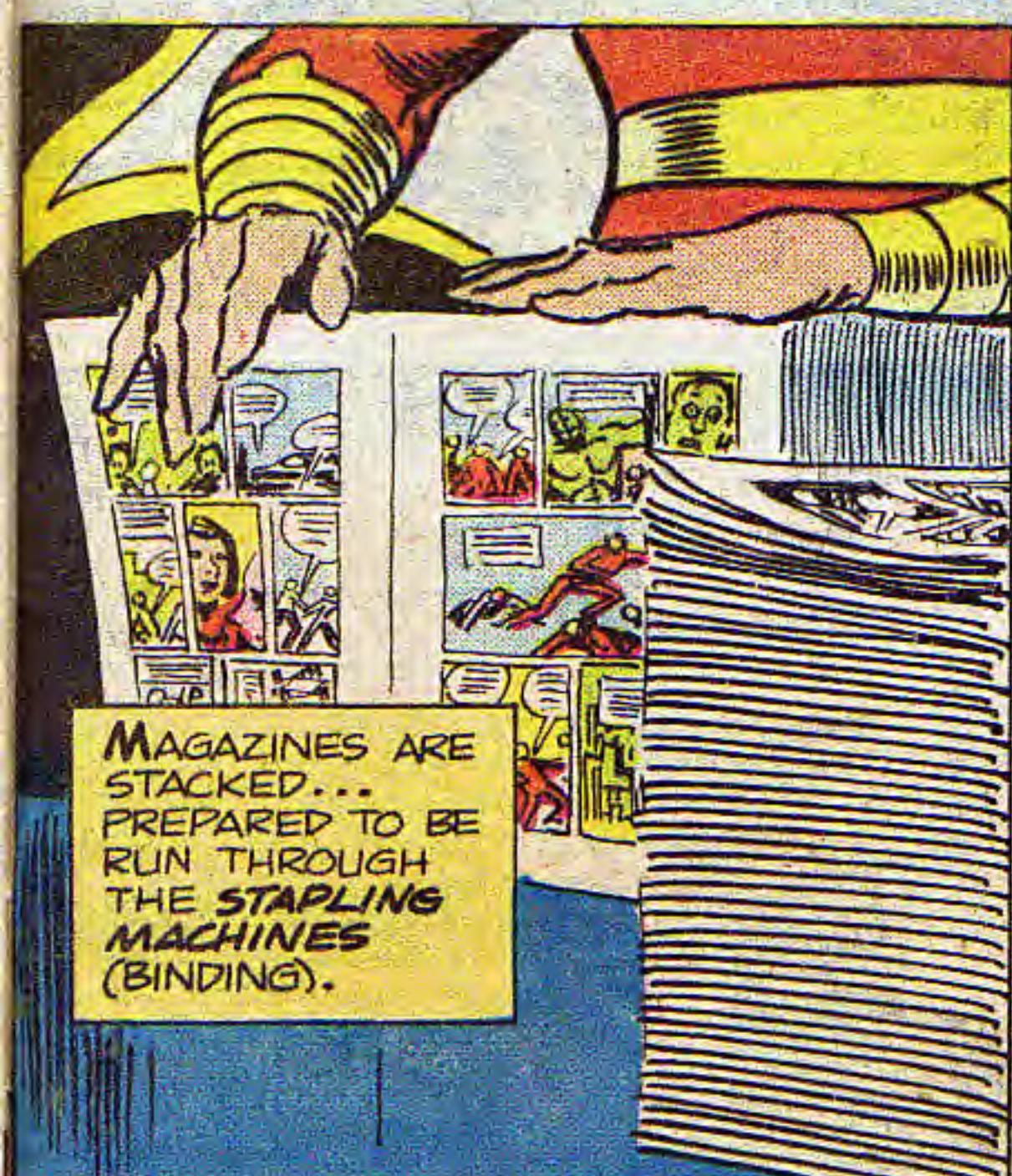
A SENIOR PRESS  
MAN STANDS ON  
AN ELEVATED  
PLATFORM AND  
ORCHESTRATES  
THE ENTIRE  
OPERATION...



AT THE PRESS  
SPOUT, PRINTED  
COPIES ARE  
ISSUED, READY FOR  
THE **BINDING**  
PROCESS...



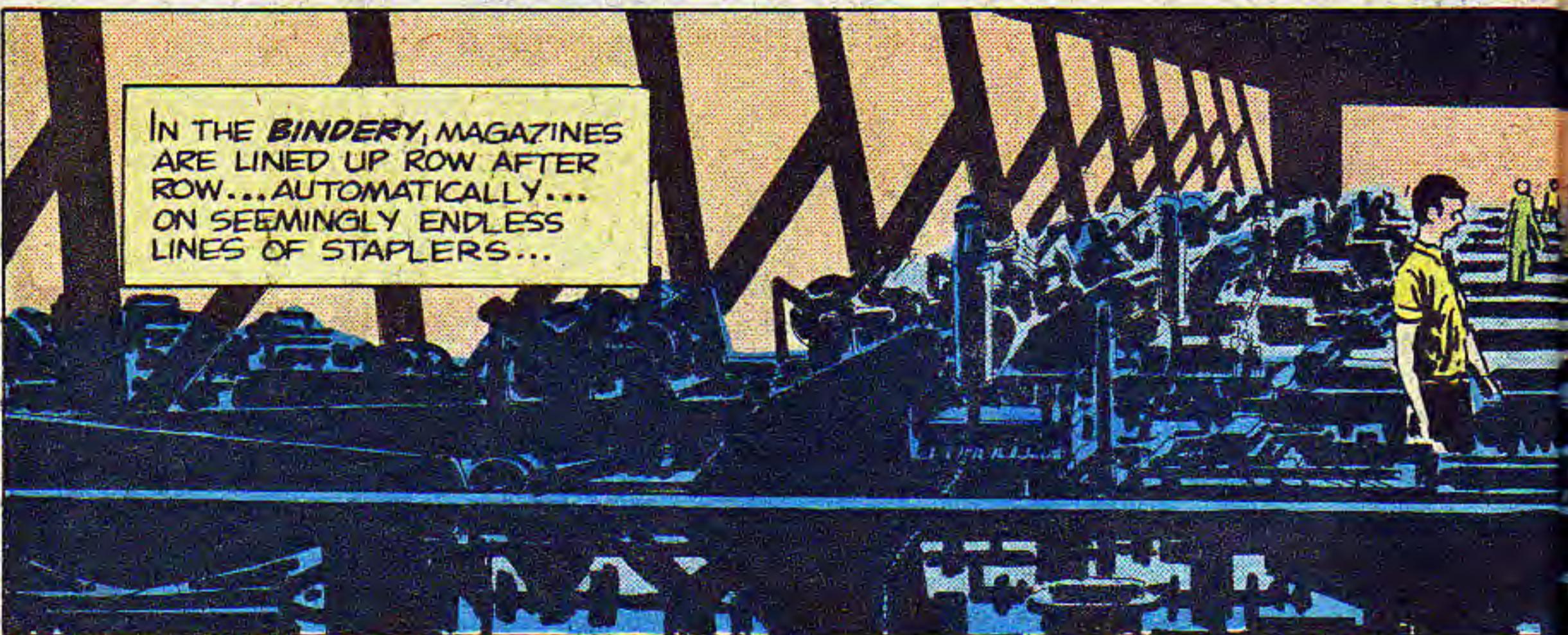
THE RESPONSIBILITY  
FOR QUALITY IS NOT  
TAKEN LIGHTLY BY  
**WORLD COLOR...**  
AND **IMPROVEMENT**  
IS OUR WATCHWORD!



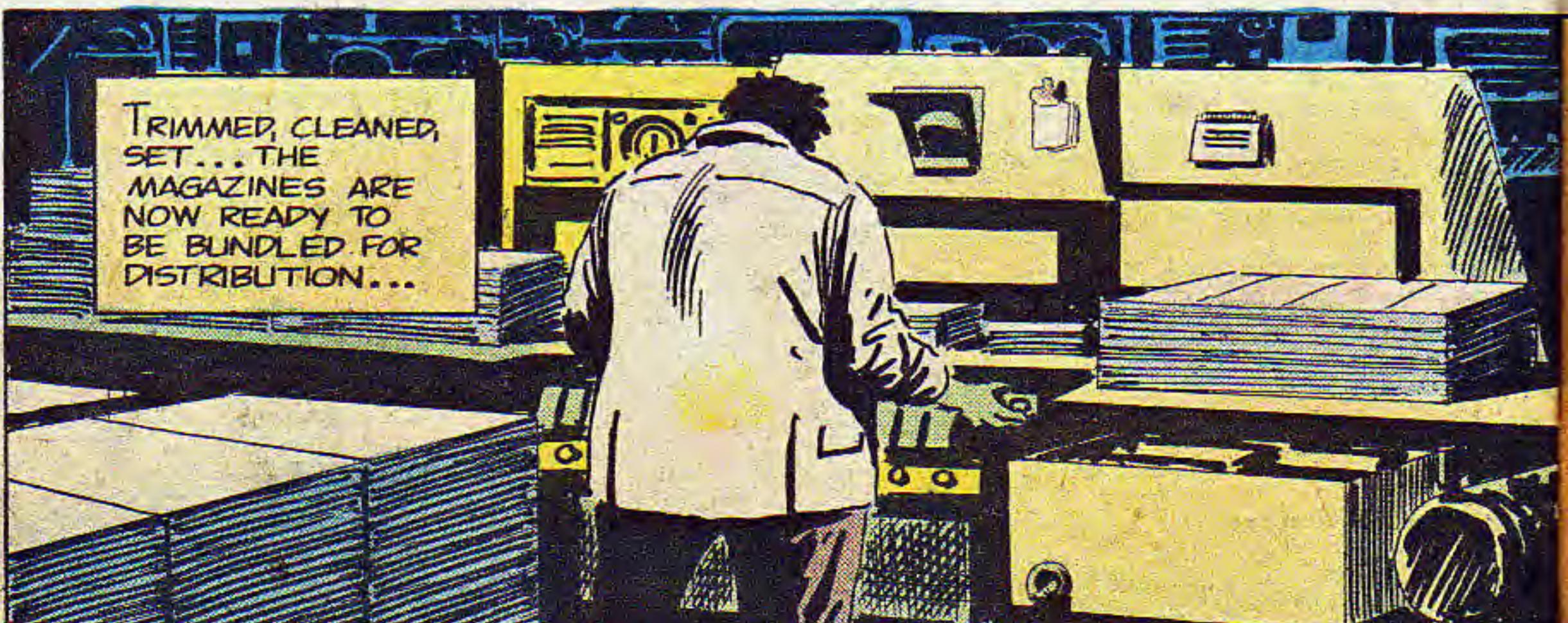
CAN YOU IMAGINE WHAT WOULD HAPPEN IF THE FOLLOWING PROCEDURE WAS DONE BY **HAND**? ASIDE FROM THE PROBLEM OF DELIVERY TIME...



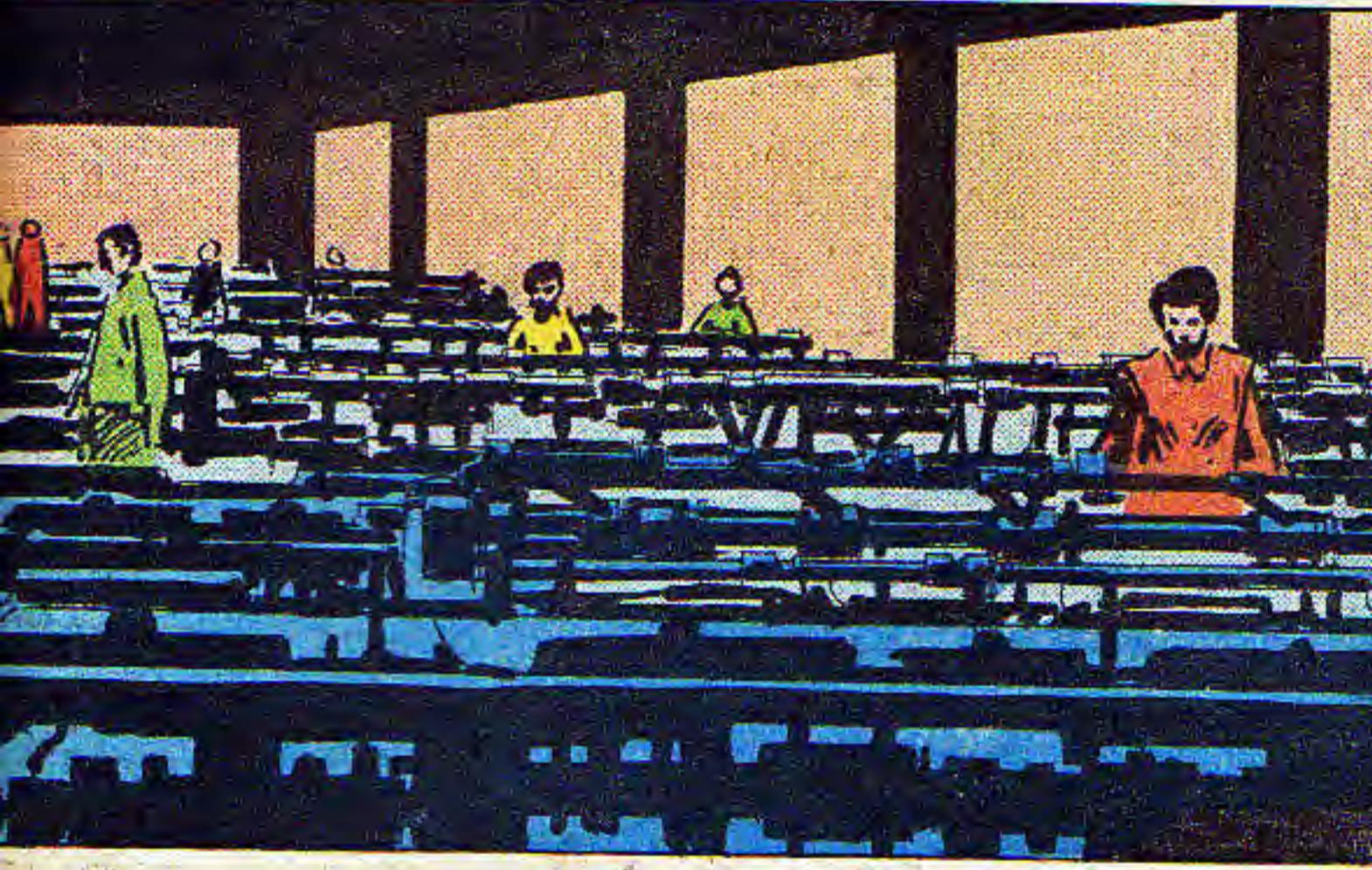
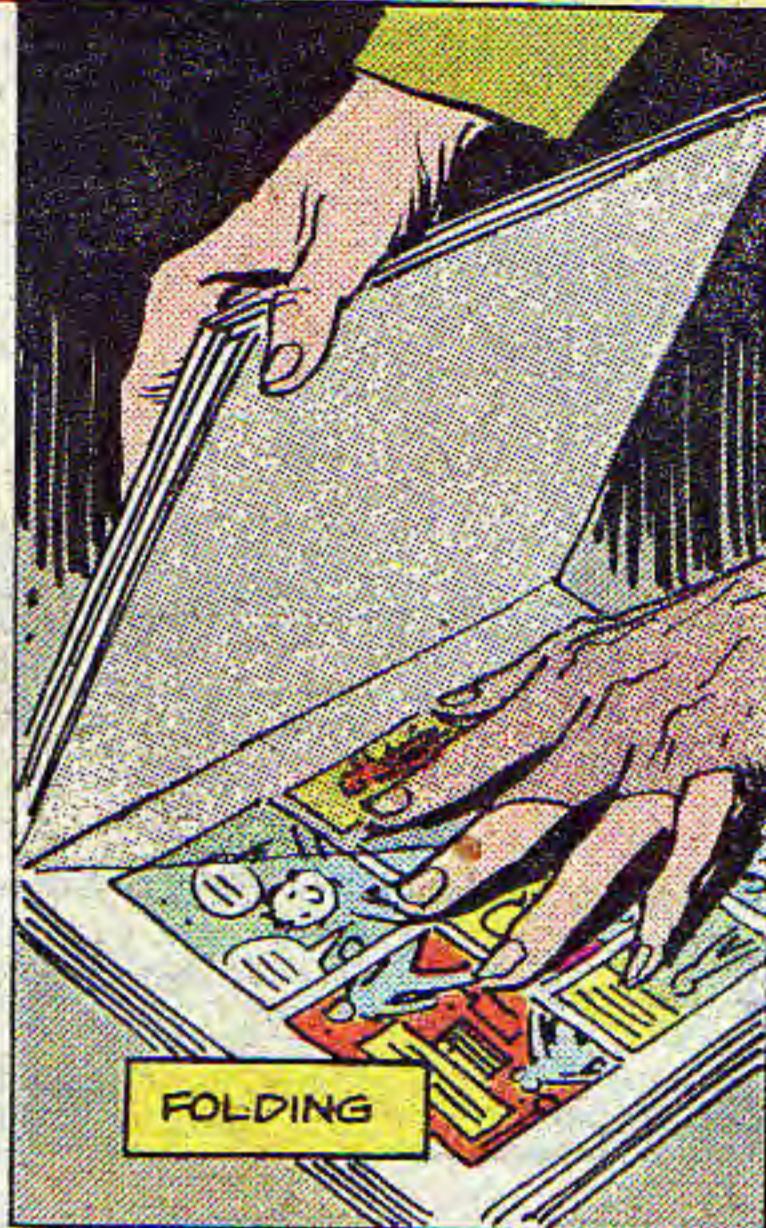
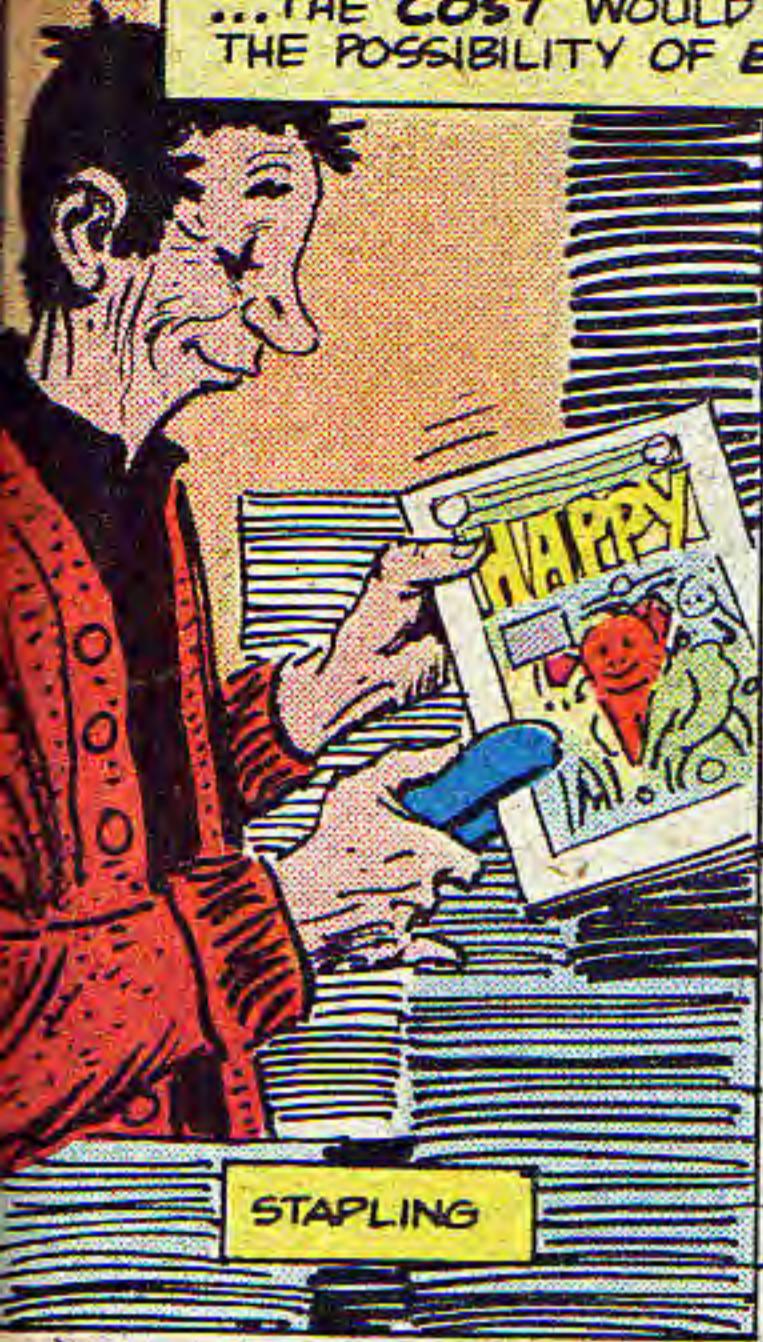
IN THE **BINDERY**, MAGAZINES ARE LINED UP ROW AFTER ROW... AUTOMATICALLY... ON SEEMINGLY ENDLESS LINES OF STAPLERS...



TRIMMED, CLEANED, SET... THE MAGAZINES ARE NOW READY TO BE BUNDLED FOR DISTRIBUTION...

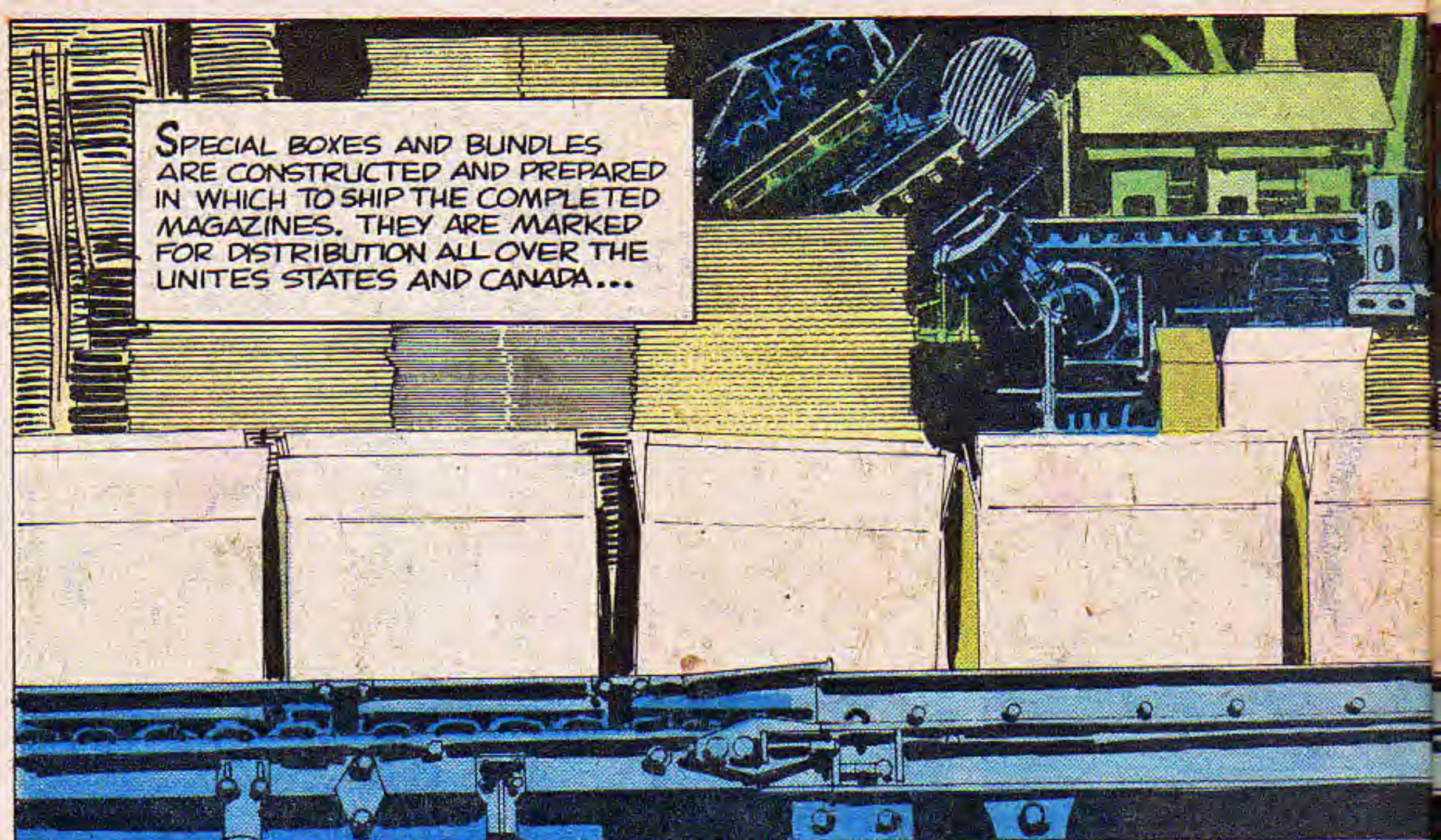


...THE COST WOULD BE PROHIBITIVE! INDEED, IT'D BE QUESTIONABLE AS TO THE POSSIBILITY OF EVER COMPLETING A MAGAZINE...ON A MONTHLY BASIS.

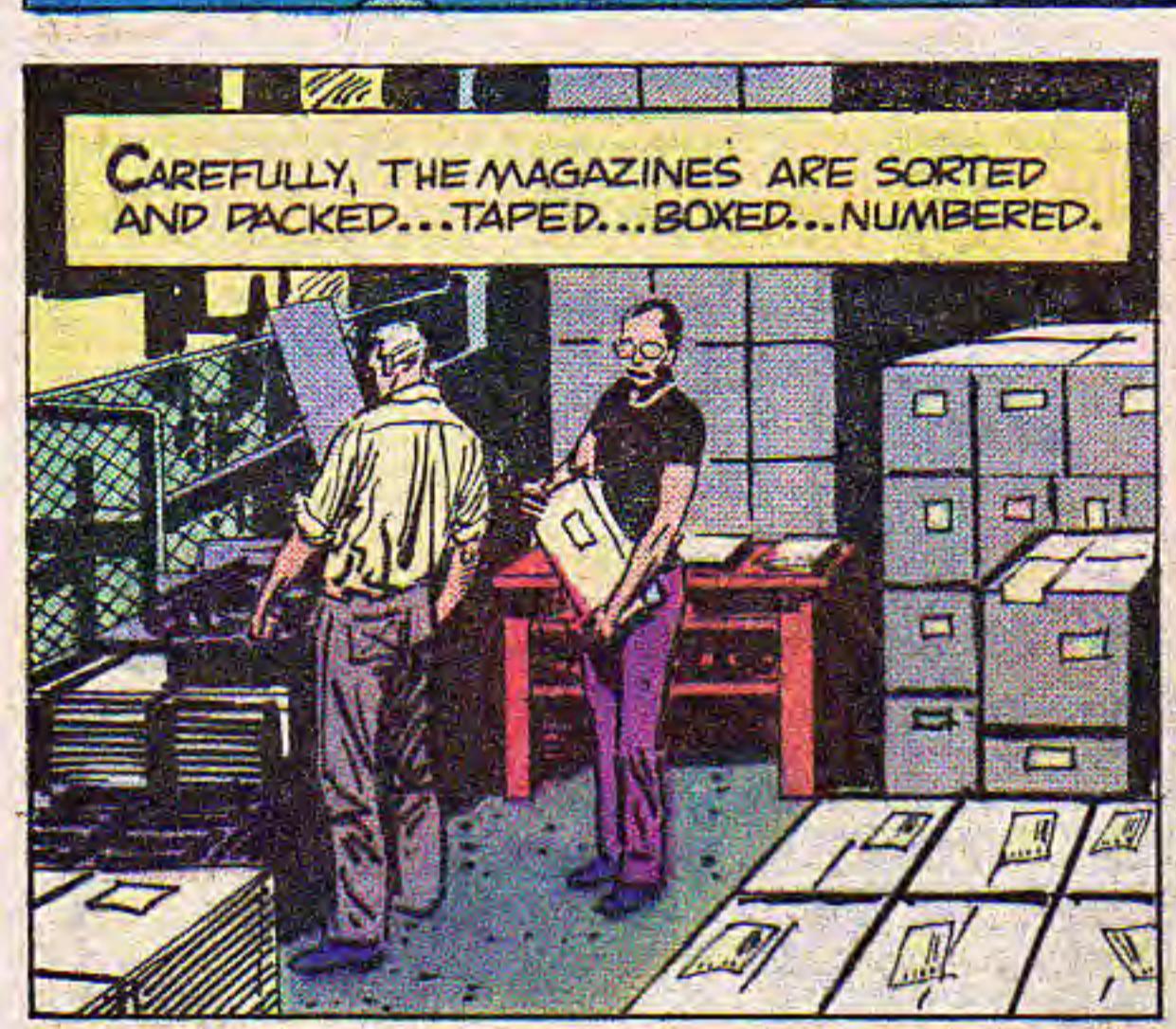


MACHINES COLLATE COVERS AND INSIDES IN PROPER CONSECUTIVE ORDER, AND STAPLE MAGAZINES TOGETHER...AUTOMATICALLY!

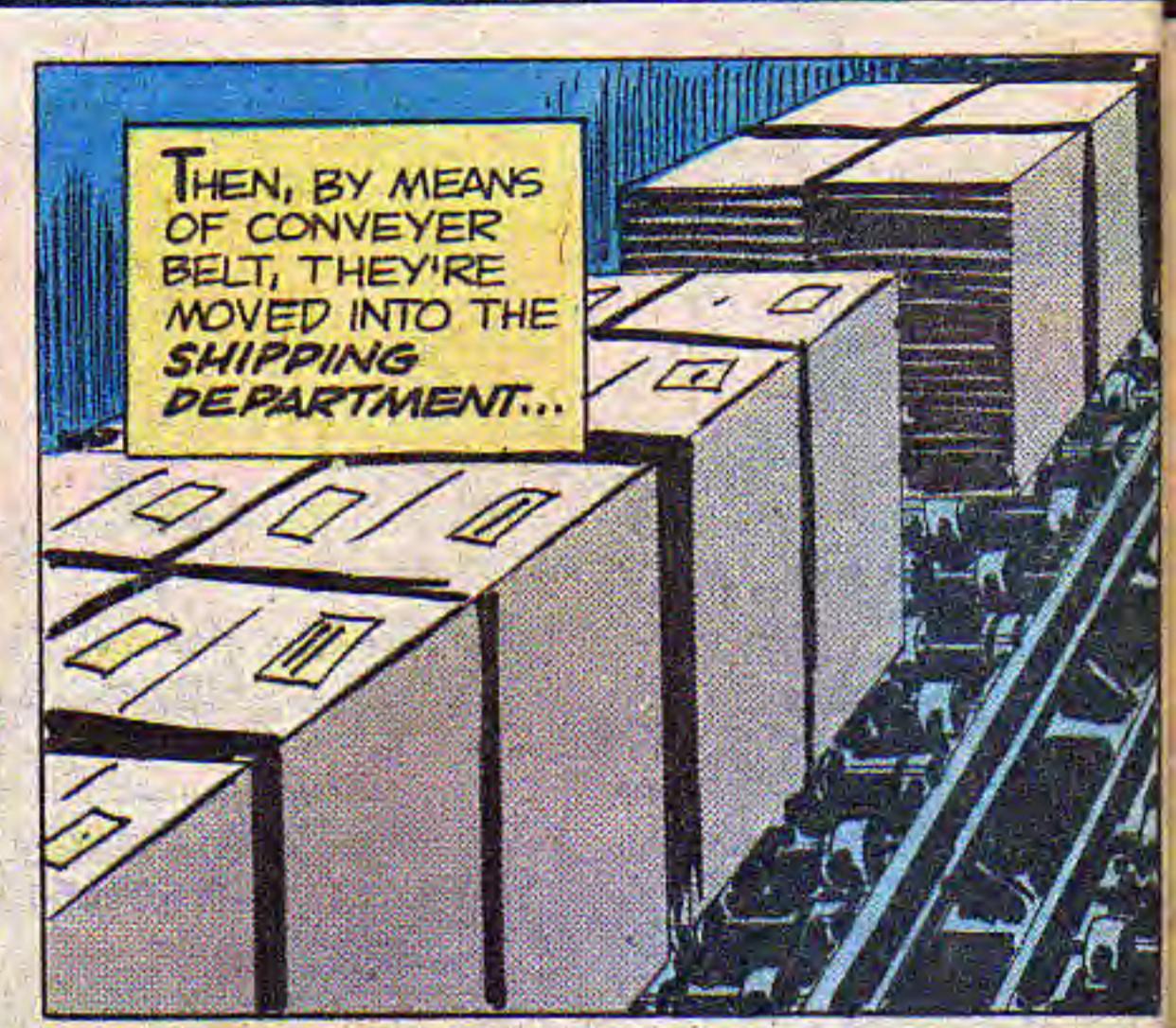




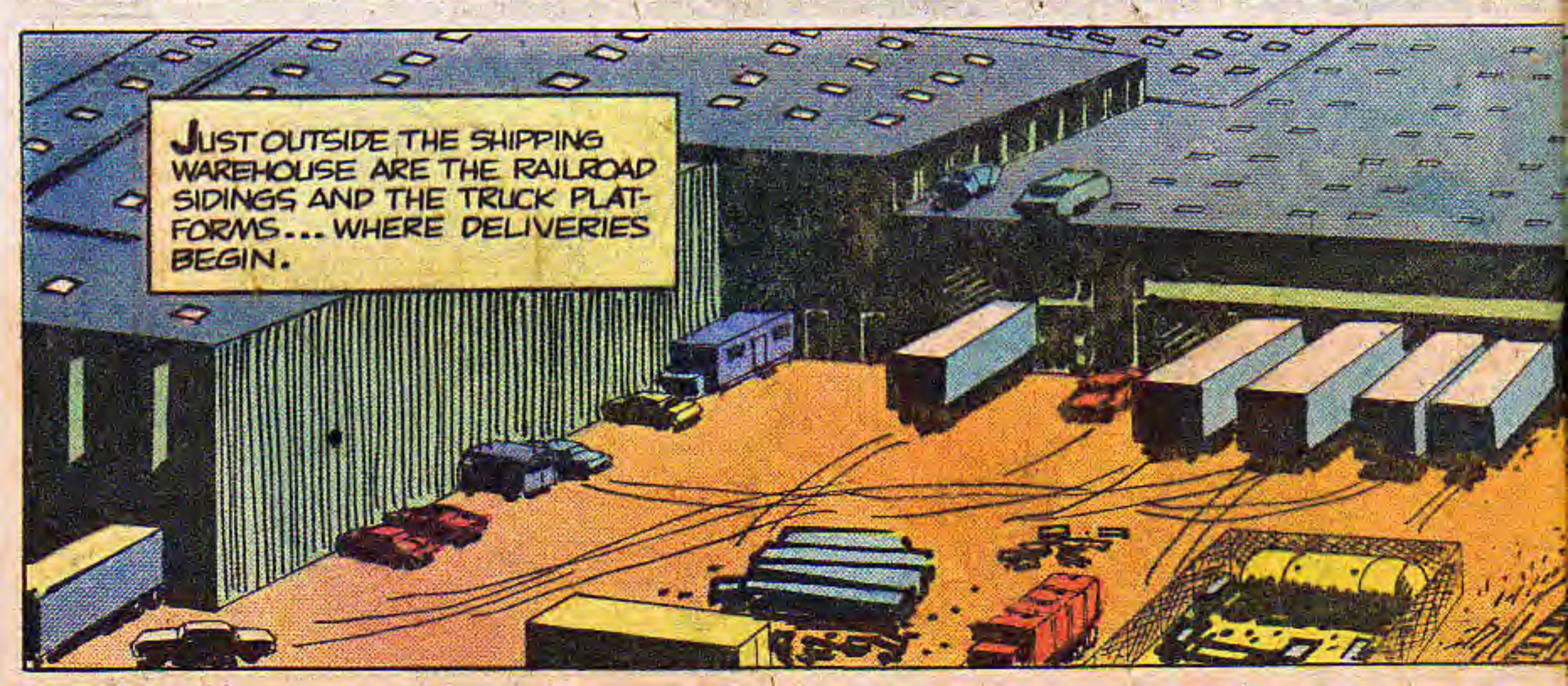
SPECIAL BOXES AND BUNDLES ARE CONSTRUCTED AND PREPARED IN WHICH TO SHIP THE COMPLETED MAGAZINES. THEY ARE MARKED FOR DISTRIBUTION ALL OVER THE UNITED STATES AND CANADA...



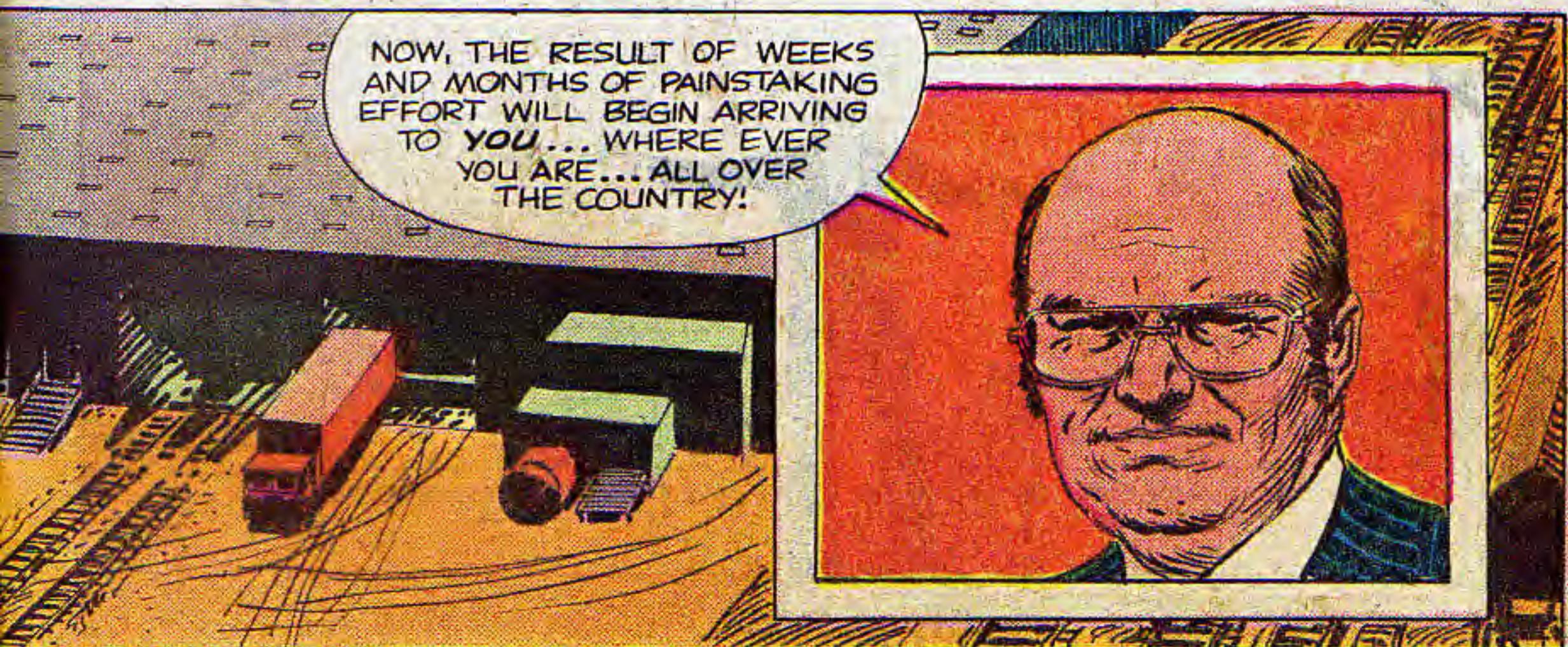
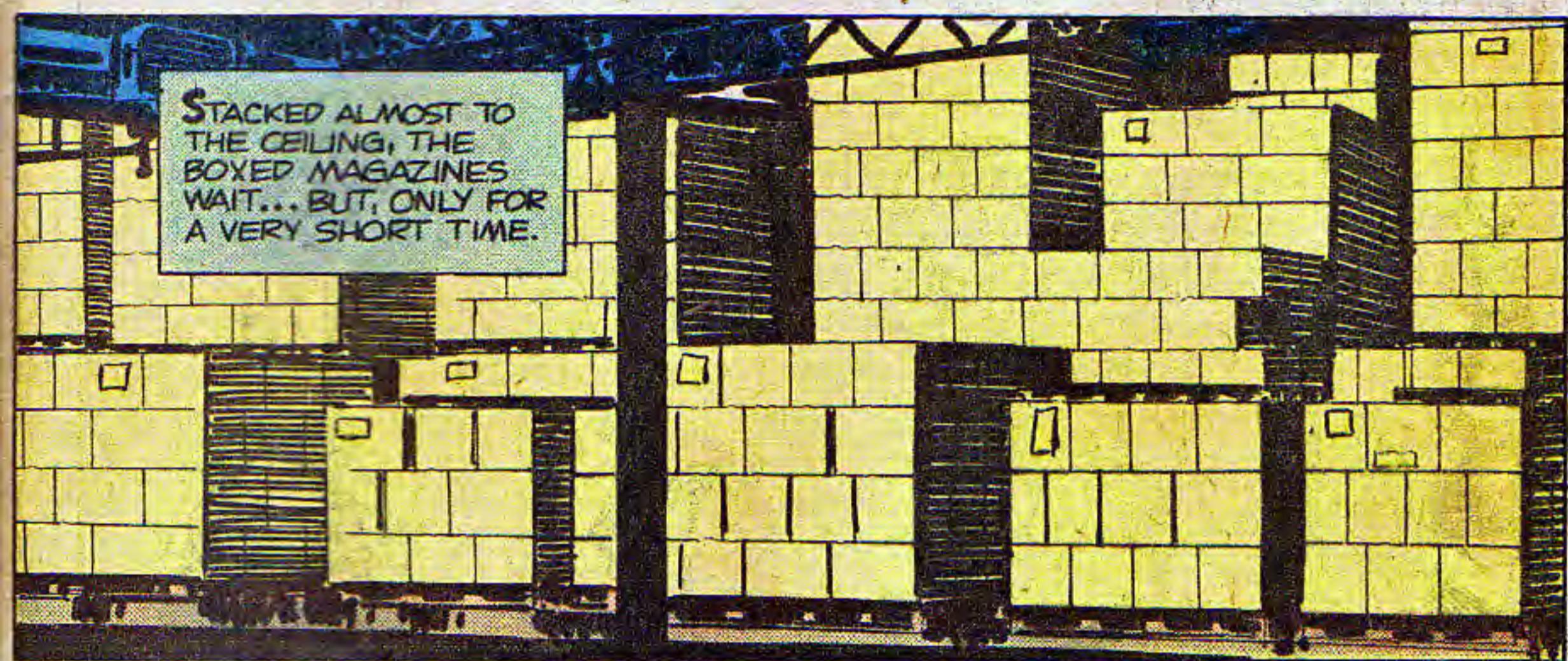
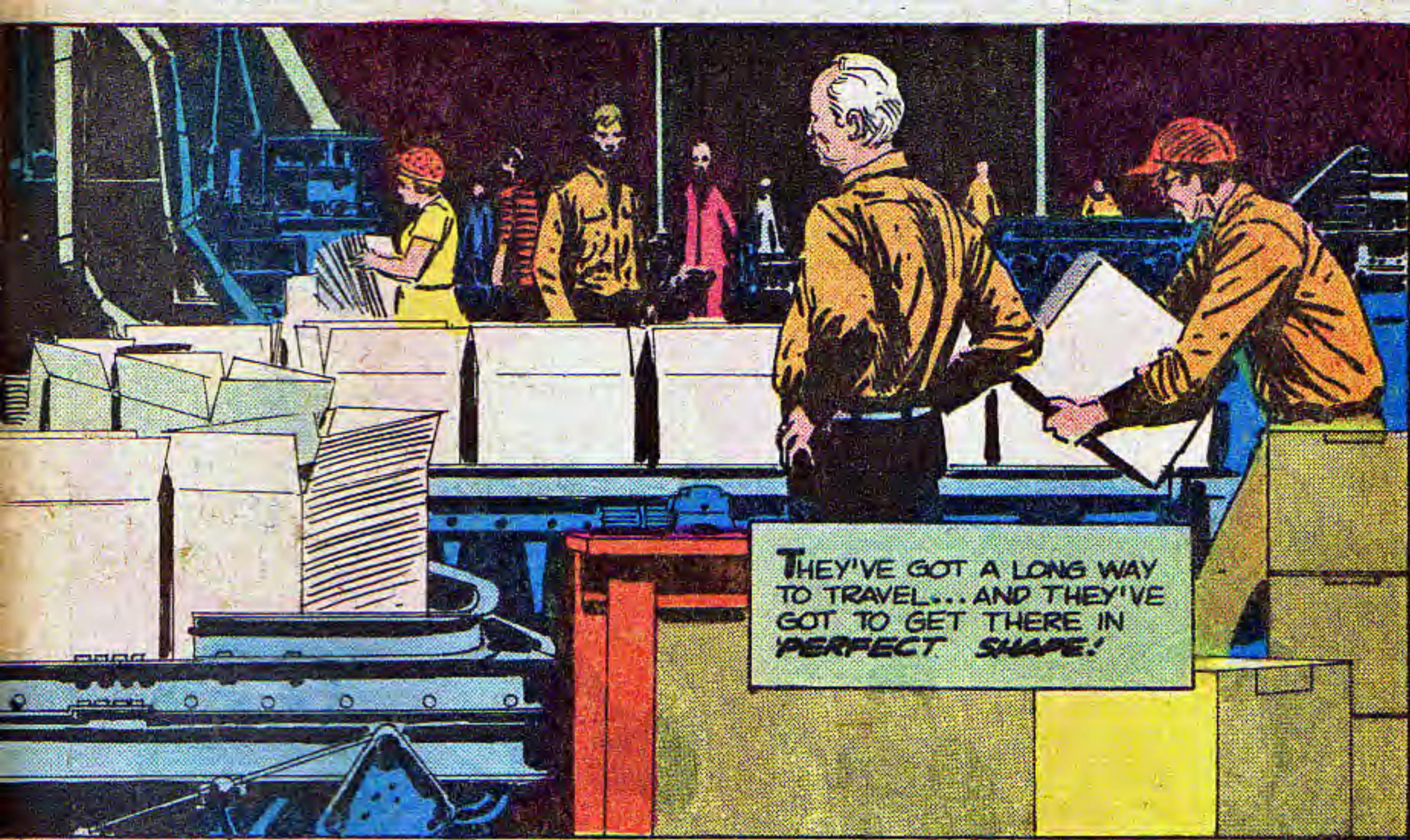
CAREFULLY, THE MAGAZINES ARE SORTED AND PACKED...TAPED...BOXED...NUMBERED.



THEN, BY MEANS OF CONVEYER BELT, THEY'RE MOVED INTO THE SHIPPING DEPARTMENT...

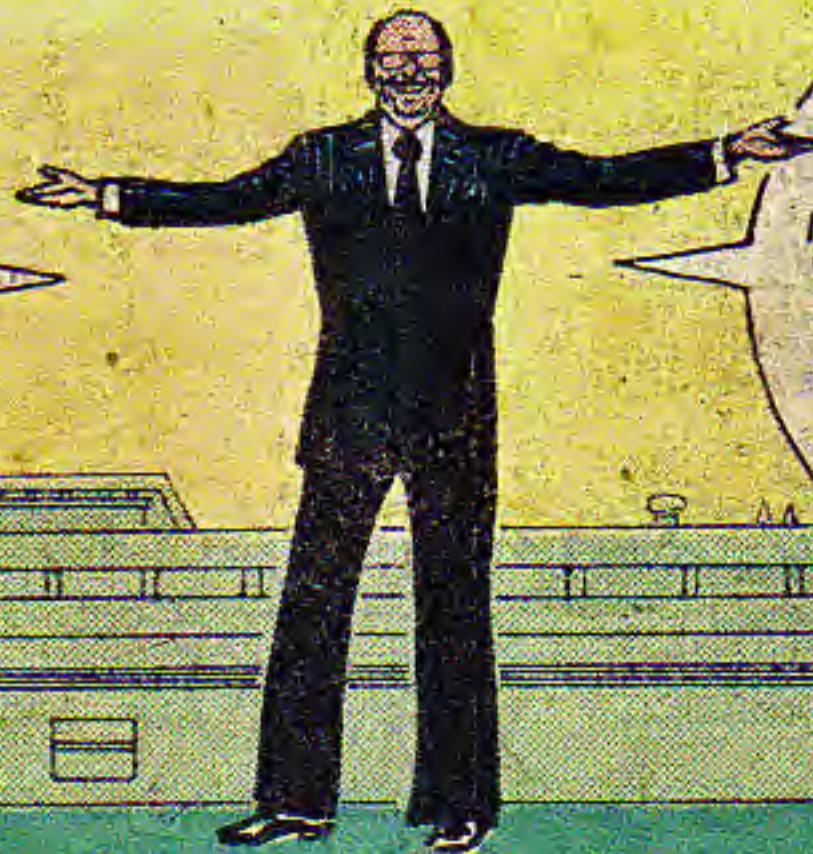


JUST OUTSIDE THE SHIPPING WAREHOUSE ARE THE RAILROAD SIDINGS AND THE TRUCK PLATFORMS... WHERE DELIVERIES BEGIN.



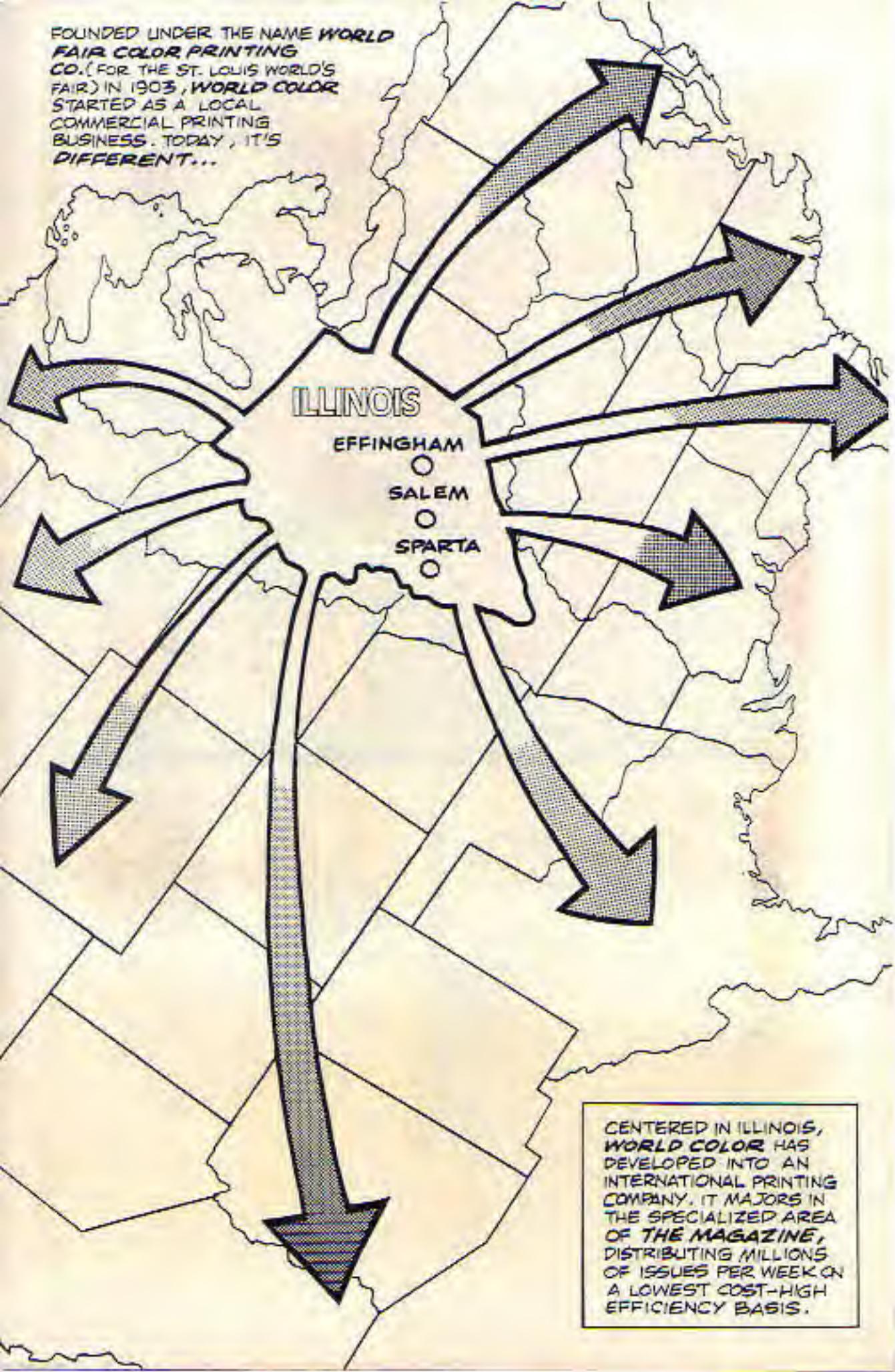


WELL...  
THIS IS THE  
END OF THE TOUR,  
BUT, IT'S NOT THE  
END OF THE STORY!  
AND WHERE WE  
GO FROM HERE  
DEPENDS ON  
YOU!



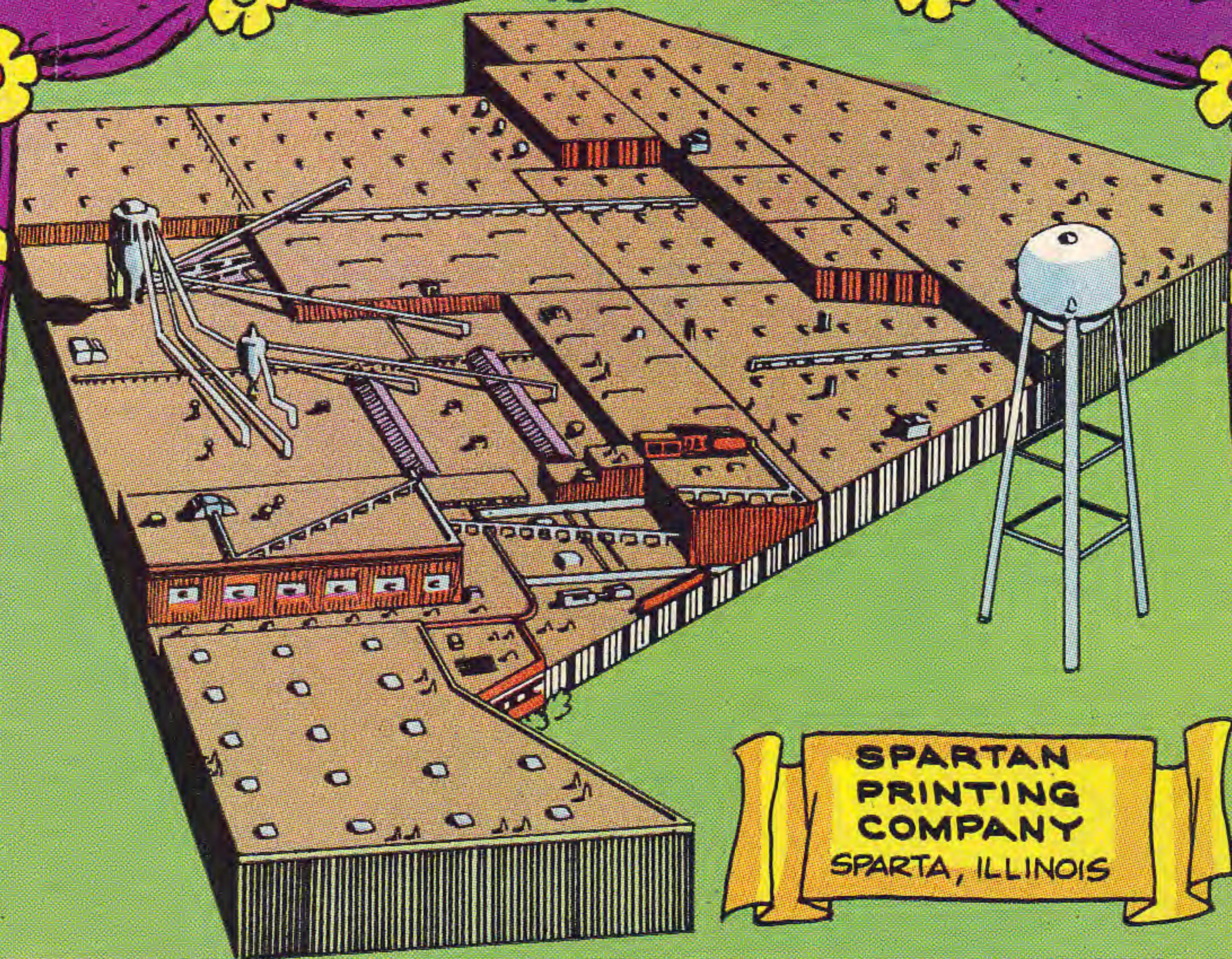
IN THE FUTURE,  
NEW IDEAS...  
NEW CHARACTERS...  
NEW COMIC MAGAZINES  
WILL CONTINUE TO BE  
PRODUCED IN GREATER  
QUANTITIES! AND WE  
AT **WORLD COLOR**  
WILL BE PRINTING  
THEM FOR  
YOU!

FOUNDED UNDER THE NAME WORLD  
FAIR COLOR PRINTING  
CO. (FOR THE ST. LOUIS WORLD'S  
FAIR) IN 1903, WORLD COLOR  
STARTED AS A LOCAL  
COMMERCIAL PRINTING  
BUSINESS. TODAY, IT'S  
DIFFERENT...



JUNE 18, 1977

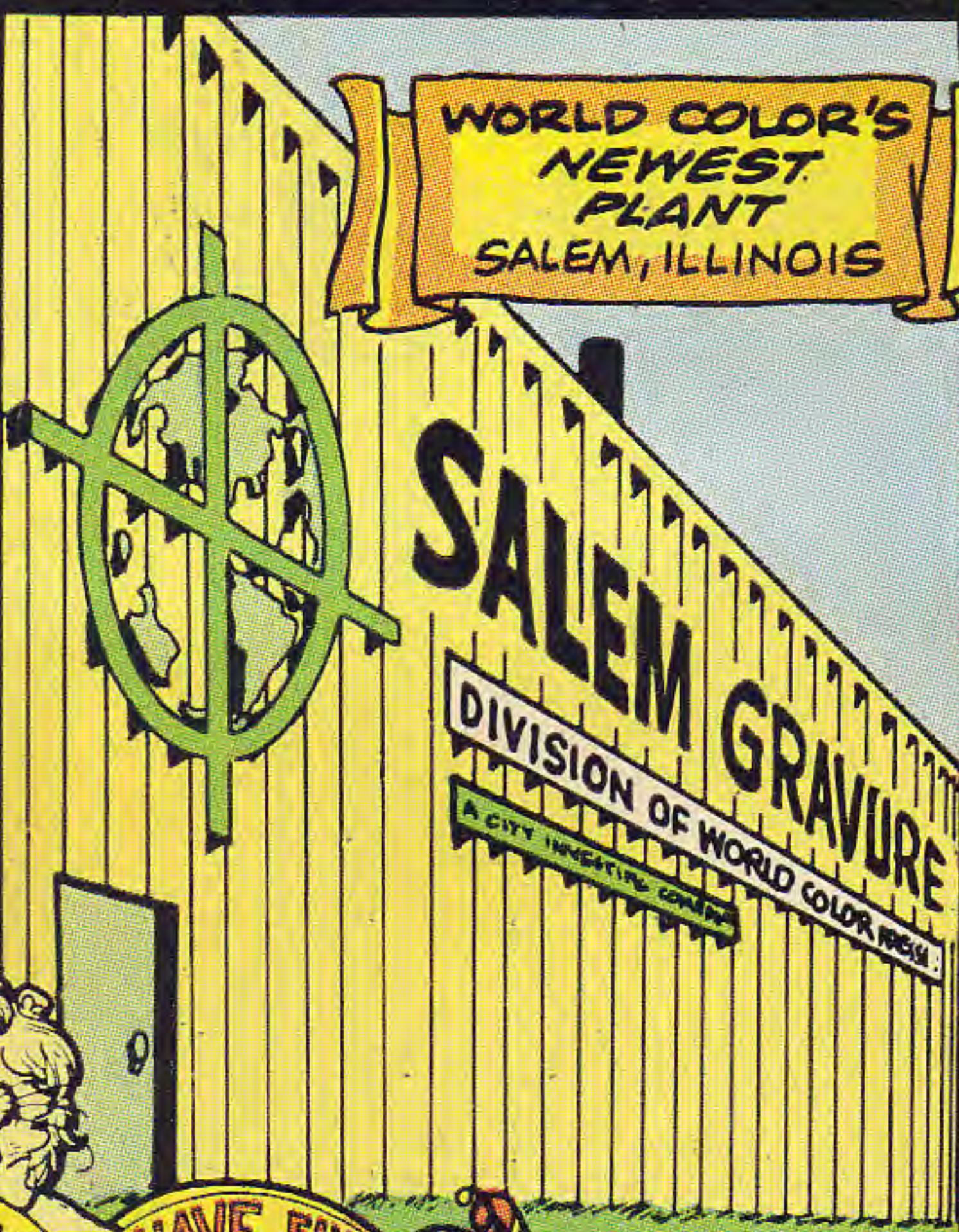
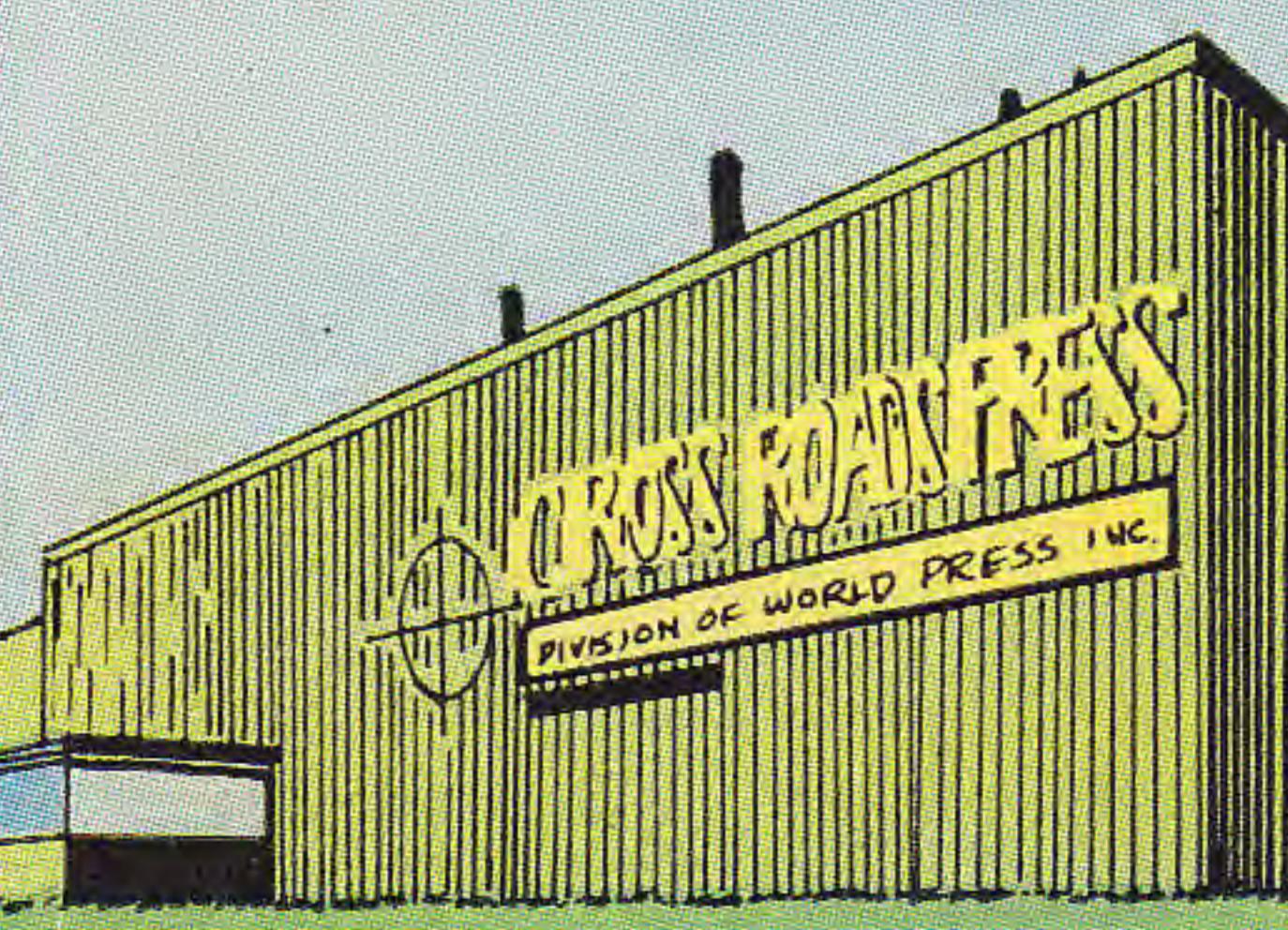
# WORLD COLOR PRESS DAY



SPARTAN  
PRINTING  
COMPANY  
SPARTA, ILLINOIS

CROSSROADS  
PRESS  
EFFINGHAM, ILLINOIS

WORLD COLOR'S  
NEWEST  
PLANT  
SALEM, ILLINOIS



HIGHLIGHTS FOR JUNE 18, 1977

# GRAND OPENING RECAIRY COLOR LABORATORY

WORLD COLOR PRINTING CO.

GROUND BREAKING CELEBRATION FOR WORLD COLOR PRINTING CO., AUGUST 15, 1949



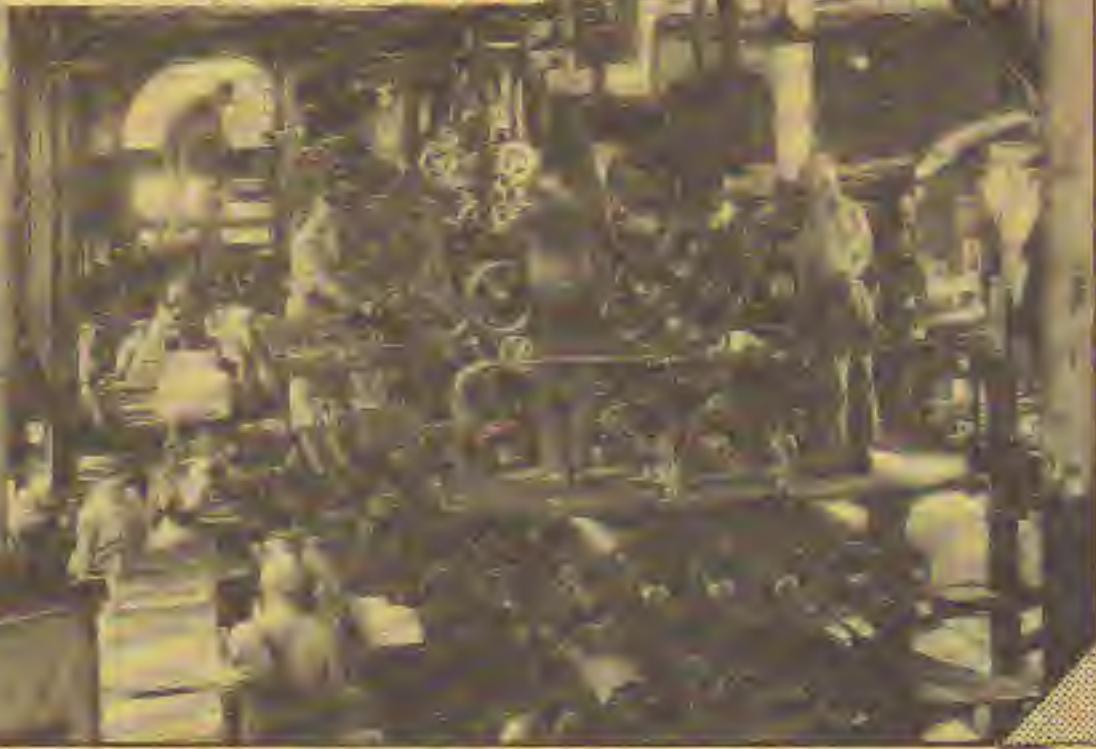
This building housed the first printing company specializing in producing comics.



Some of the first syndicated comic strips in history were developed in the offices below. "SLIM JIM," "LITTLE AH-SID," "THE CHINESE KID," and "MAJOR OZONE" were used by hundreds of leading newspapers throughout the country. Artists like Rube Goldberg, Hughey Wellington, George Harriman and Lyman Young started on their road to success here. Comics were always an integral part of the World Color picture.



One of the early presses at World Color.



Mat-molding in the original stereo-casting section.





Packaging and mailing was  
a "hand-job" for many years.



The General Office. Notice  
the "Indirect lighting."



The Routing Room.

Ros Messing, Sr., owner and founder of  
World Color Printing Co.

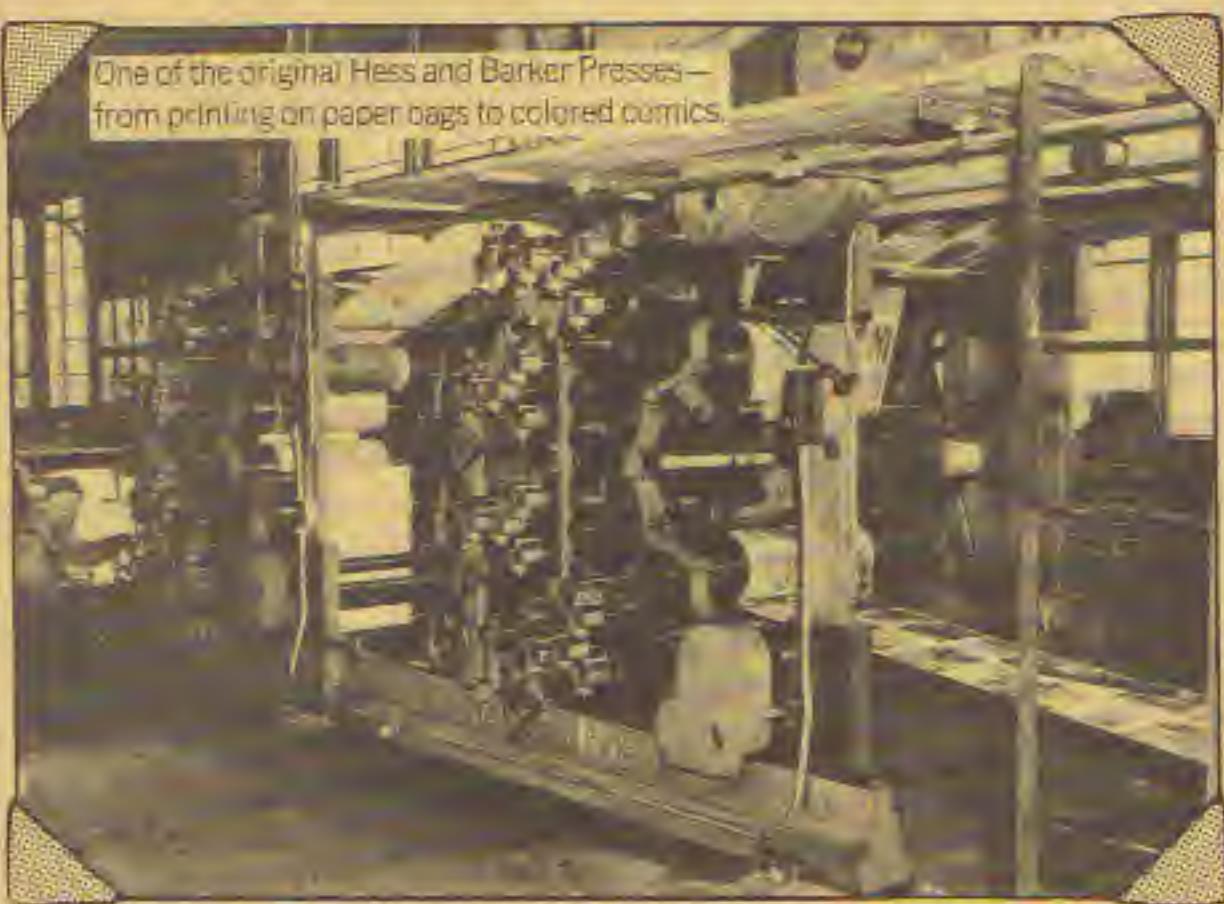


In 1933, led by R. Messing and Bob Grable, World Color pioneered in colored comic books (one of the first which is being held by Mr. Messing above). Over a period of years the popularity of comic books grew. In 1940, a building containing 35,000 square feet of floor space was erected and devoted entirely to comic book printing.

Ground breaking for comic book printing plant,  
August 15, 1940.



One of the original Hess and Barker Presses—  
from printing on paper bags to colored comics.



Part of the 35,000 square feet housing presses,  
stereotype equipment, binding equipment and other  
facilities to produce comic books.



WORLD COLOR OWNS  
ITS SUCCESS TO  
PEOPLE, THE MEN AND  
WOMEN WHO OPERATE  
THE MACHINES THAT  
PRODUCE THE BEST  
MAGAZINES AND  
PERIODICALS TODAY,  
LOOKING FORWARD TO  
DOING MORE OF THE  
SAME IN THE FUTURE